

CHEMIST & DRUGGIST

the newsweekly for pharmacy

Once again it's

MTC

Haliborange

Trade Mark

bonus time

Yes! At your request we're repeating the sensationally successful money-off promotion of last Autumn for Haliborange Tablets. It brought record retail sales and record returns for pharmacists all over the country.

It means a gross margin for you of 38.9%!



From September, for a limited period, there's 2/- off the retail price of the 200 pack and 1/- off the 100 pack. A generous saving for your customers. And an even more generous margin for you! Look at the figures:

Your gross margin – increases to 38.9% on parcels of trade value £19.18.0 and over – because every 12 packs will be invoiced as 11.

This means that you pay only £18.4.10 for every £19 18.0 of stock.

And that's not all... if you qualify for the full 38.9%, you'll also receive a handsome display unit. Lots of press and TV support too – so the demand this year is likely to be greater than ever. Need we say more?

Haliborange TABLETS

Made in England by Allen & Hanburys Ltd London E2

Inside:
Dental care
supplement

Plea to improve
packs
and labels

Rural dispensing
dubbed
political issue

'Don't strike
—but do
work to rule'

Biggest ever
campaign
by Polaroid

the Wellcome range of insulins

**Soluble, Nuso,
Lente,
Protamine Zinc,
Globin, Isophane**

All are products of constant strength
and the highest possible standards
of purity – standards essential for the
control of diabetes.

When you order, specify

Wellcome^{*} insulins

*trade mark



Wellcome

Burroughs Wellcome & Co.
(The Wellcome Foundation Ltd.)
Dartford, Kent.

CHEMIST & DRUGGIST

111th year of publication Vol. 192 No. 4676

The newsweekly for Pharmacy

CONTENTS

Society advocates NHS contraceptives	279
Rural dispensing is 'political issue'	280
Architect's designs for Society's headquarters	281
Wholesaler praised by Society's president	282
The Xrayser Column: Barriers to planned service	283
Reckitt's 'year of consolidation'	284
Patient programming: Computers in pharmacy and medicine	286-7
Letters to the Editor	288
Comment ☐ Uniform control of Dangerous Drugs	289
☐ Treasures in the toothpaste market	
New committee will discuss professional fees	290-1
Council has reservations on Green Paper	291
'Don't strike — but do work to rule'	292
Plea to improve packs and labels	293
Polaroid sunglasses advertising campaign to be 'biggest ever'	296
Pepper prices rise sharply	300

Appointments	285	News in Brief	283
Bonus Offers	298	New Companies	285
Business Briefly	284	New Products	295
Coming Events	299	On TV Next Week	296
Company News	284	People	285
Contemporary Themes	288	Photographic Review	294
Deaths	285	Promotions	296
Hospital Pharmacy Forum	292	Sport	283
Irish News	282	Trade Marks	299
Market News	300	Trade News	298
Medical Press	288	Ulster Report	282
Classified Advertisements	26	Index to Advertisers	28

Editor Owen H. Waller, FPS

Deputy Editor A. Wright, MPS, DBA

Markets Editor W. S. Bowman, MPS,
MIPharmMEditorial Staff R. Baxter, BPharm, MPS
R. E. Salmon, MPS
Kenneth Ellis

Art Editor Peter Hewitt

Editorial Inquiries I. H. Cotgrove

Price List D. J. Davis

Production F. S. Pye

Publisher Donald Gaffney, M Inst M

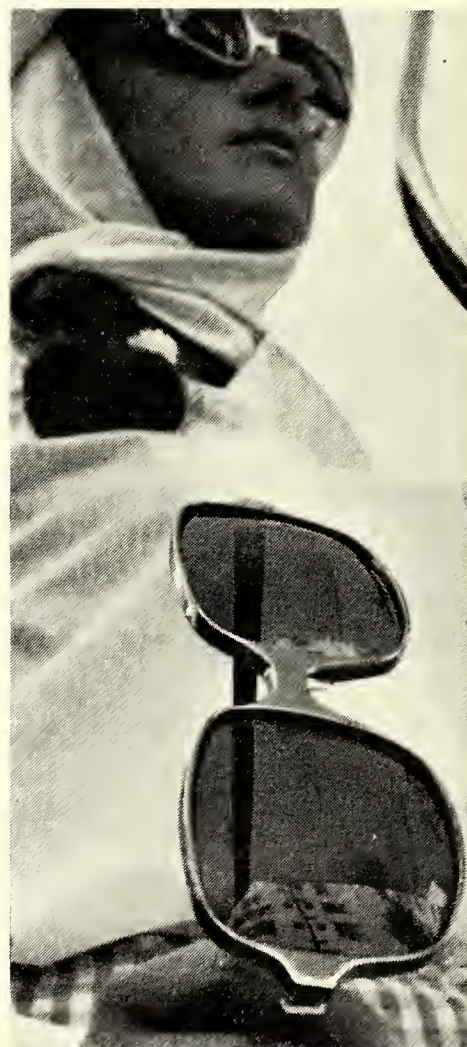
Deputy Publisher Leslie Davies

Advertising J. Foster-Firth, MPS

A. G. Elliott

E. L. Sheard, 32 Wynford Rise, West Park,
Leeds (Leeds 67-8438)E. A. Craig, 8 Merrylee Road, Newlands,
Glasgow S 3 (Merrylee 6356)

Classified advertising Margaret Churchill

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Polaroid sunglasses advertising campaign to be biggest ever; page 296

STRIKE GOLD W



**WELLCOME INSTITUTE
LIBRARY**

Coll. **WelMOMec**

Coll.
No.

THE OUTDOOR GIRL!

The New Golden Girl Collection



The best of everything from Outdoor Girl: a super-collection of bright, brand-new cosmetics, original, elegant, exciting – and pure-gold quality all through, cased in classic green and gold that looks like twice the price!

The Golden Girl Collection makes its debut this autumn in full-colour double-page advertisements in leading women's magazines. The whole shining range is available in display units echoing the green-and-gold colour scheme: pick the compact counter unit in gold and green, or new tray fitments for Outdoor Girl free-standing units, with colour backing cards featuring the Golden Girl.

Perfect Touch stick make-up 5/11d.

Touch of colour stick blusher 5/11d.

Silk Finish compressed powder 4/6d. **Loose powder** in matching shades 5/11d. **Shimmer Shadows** shiny, pearly creams 5/3d.

2-in-1 Skin Care: Double Cleanse wash-off/wipe-off cleanser; **Double Life** cleanser/toner; **Double-Cream** day-and-night moisturizer. All 6/11.

HER FACE IS YOUR FORTUNE
Strike it rich with Outdoor Girl



Girl Cosmetics Ltd. Surbiton, Surrey.



GEORDIE BEER & STOUT KITS



* Ingredients for making

	Trade		Retail
HOME BREWED BEER — for 2 gallons	5/5	yellow	7/6
HOME BREWED BEER — for 5 gallons	9/0	red	12/6
HOME BREWED STOUT — for 2 gallons	6/10	green	9/6

Free Advertising Material

Help your customers to enjoy a Happy Christmas by ordering your **Geordie** stocks **now**.

'GEORDIE' kits are selling from John O' Groats to Lands End through Boots, Chemists, and Vestric Ltd. If you are not already stocking the 'Geordie' lines, now is an excellent time to start. The kits are complete in themselves (except for sugar and water). You will find that these attractive packs will blend easily with your other pharmacy products.

Bring this fast-repeating popular line to YOUR counter NOW.

Chemists, Wholesalers and Export Enquiries invited.

VIKING BREWS LTD. 28/29 CLIVE ST., NORTH SHIELDS, N'LAND.
North Shields 73402



CANNON ROYAL SCOT
(Large) Tartans in soft
rayon moulded on bottle
— 15/-



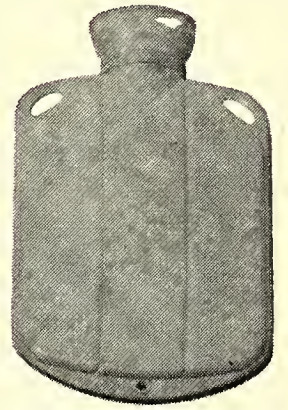
CANNON 888 (Large)
Knitted rayon cover
moulded on bottle — 15/-



CANNON VELVETEX
(Extra Large)
Soft texture ribbing.
Fitted stopper retainer
and spare washer — 11/-



CANNON FLEUR DE LIS
(Extra Large)
Luxury bottle with
single handle. Fitted
spare washer — 11/-



CANNON RADIATOR
(Extra Large)
Luxury bottle with two
handles. Fitted spare
washer — 11/-



CANNON SUPERB
(Extra Large)
Soft ribbed. Fitted
stopper retainer and
spare washer — 9/3



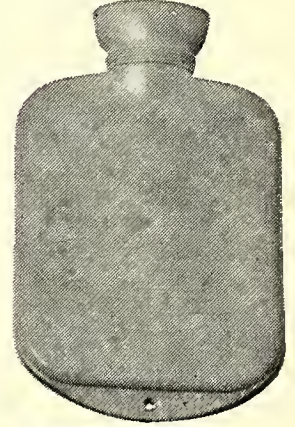
CANNON 666 (Large)
Soft ribbed both sides.
Fitted spare washer — 9/3



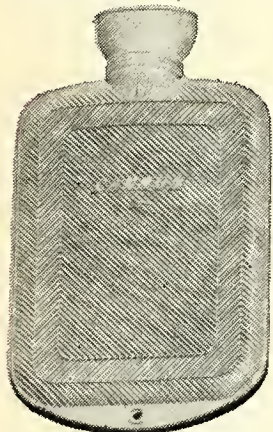
CANNON 333 (Large)
Soft ribbed one side only.
Fitted spare washer — 8/11



CANNON 999 (Large)
Ribbed both sides.
Fitted spare washer — 8/3



CANNON DOLPHIN
(Large)
Fitted spare washer — 8/-



CANNON 555 (Standard)
Soft ribbed both sides.
Fitted spare washer — 7/11



CANNON 222 (Large)
Extra smooth surfaces.
Fitted spare washer — 7/9



CANNON 444 (Standard)
Soft ribbed one side only.
Fitted spare washer — 7/6



CANNON 111 (Standard)
Fitted spare washer — 7/3



CANNON NOAHS ARK
SERIES Cat, Dog, Bear
and Rabbit — 12/-



CANNON BABYSAFE
(Size 2) Soft ribbed on
both sides — 7/6



CANNON BABY
(Cot size) Pink and
pastel blue — 6/11

Seventeen warming ways with cool customers.

Cannon offer this exciting range of hot water bottles exclusively for the retail chemist. Plenty of choice of prices and colours. No choice about the quality... as you would expect from Britain's largest exporter of Hot Water Bottles and the makers of Cannon Baby Products. Order from your wholesaler.

CANNON

Cannon Rubber Manufacturers Ltd., Ashley Road, Tottenham, London, N.17.
Telephone: 01-808 6261. Telex: 261906 (Cannoruba Ldn).



All prices are recommended retail selling prices



You could lose a packet with this capsule

On the other hand, you could increase your productivity 100%

More and more manufacturers are turning away from traditional forms of packaging, and latching on to the idea of gelatin capsules.

Scherer capsules, to be precise.

They come in all shapes, sizes and colours to suit your product. Give it added sales appeal by making it stand out from the competition.

They're produced on a Scherer designed-and-made machine that encapsulates your product at a rate of up to 100,000 units an hour, in the clinically clean surroundings of our air-conditioned plant.

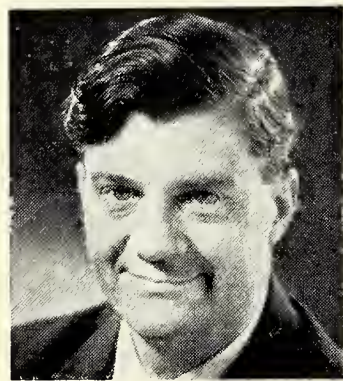
Your product can look forward to a

long shelf life too. Because Scherer capsules are positively air-tight. And resilient. You'd be surprised at the amount of buffeting they can take.

You can either hand us your product and we'll encapsulate it for you, or you can hand us your formula (in the strictest of confidence) and we'll produce it under the most stringent forms of laboratory control and quality checking.

We'll even pack and deliver it for you after we've encapsulated it.

All of which adds up to a first-class service that could save you time and money all round.

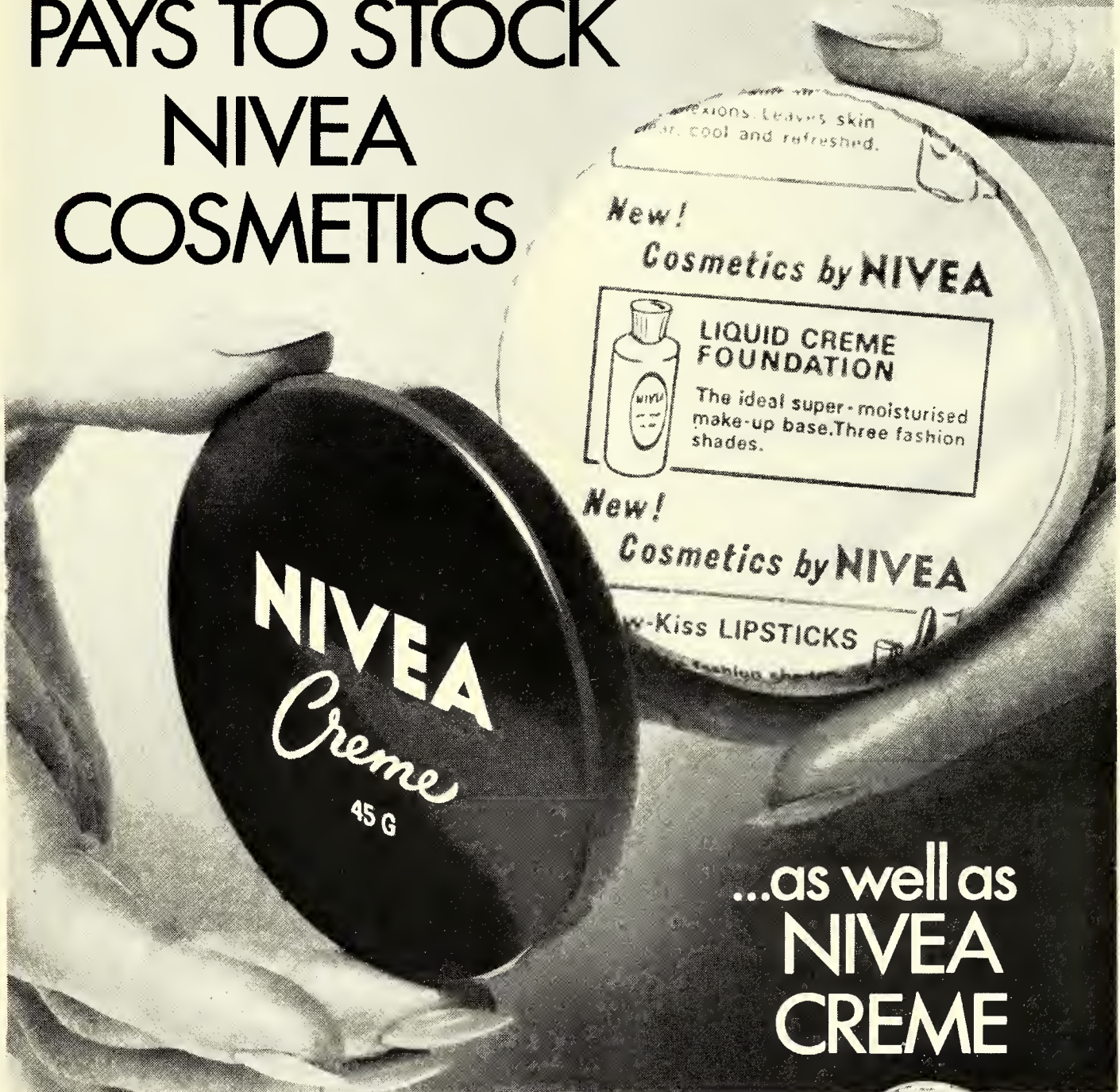


Give Roy Collins a ring at Slough 21241. He'll give you a frank opinion on the possibilities of capsule packaging for your product.

r.p. Scherer

R.P. Scherer Limited
216/222 Bath Road Slough Bucks

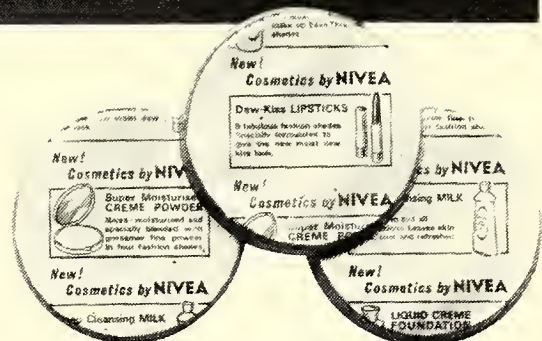
10 MILLION GOOD REASONS WHY IT PAYS TO STOCK NIVEA COSMETICS

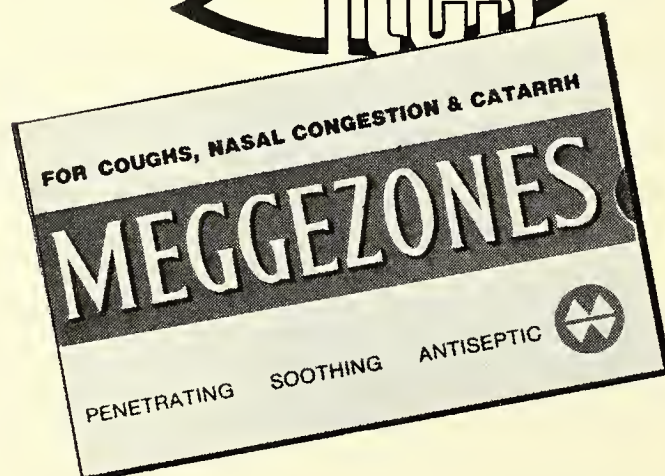
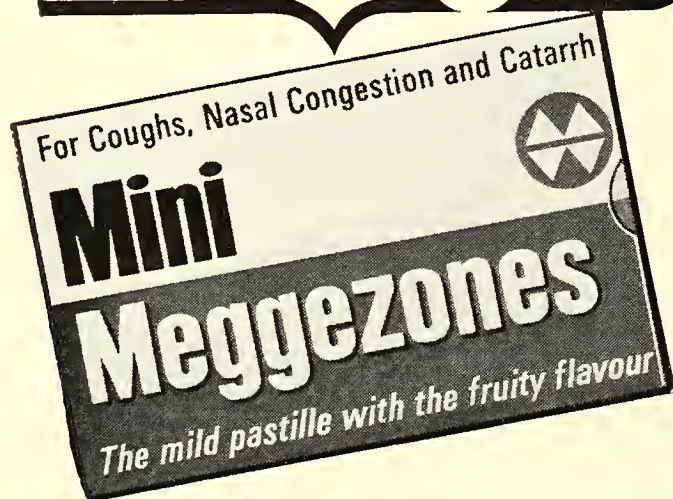
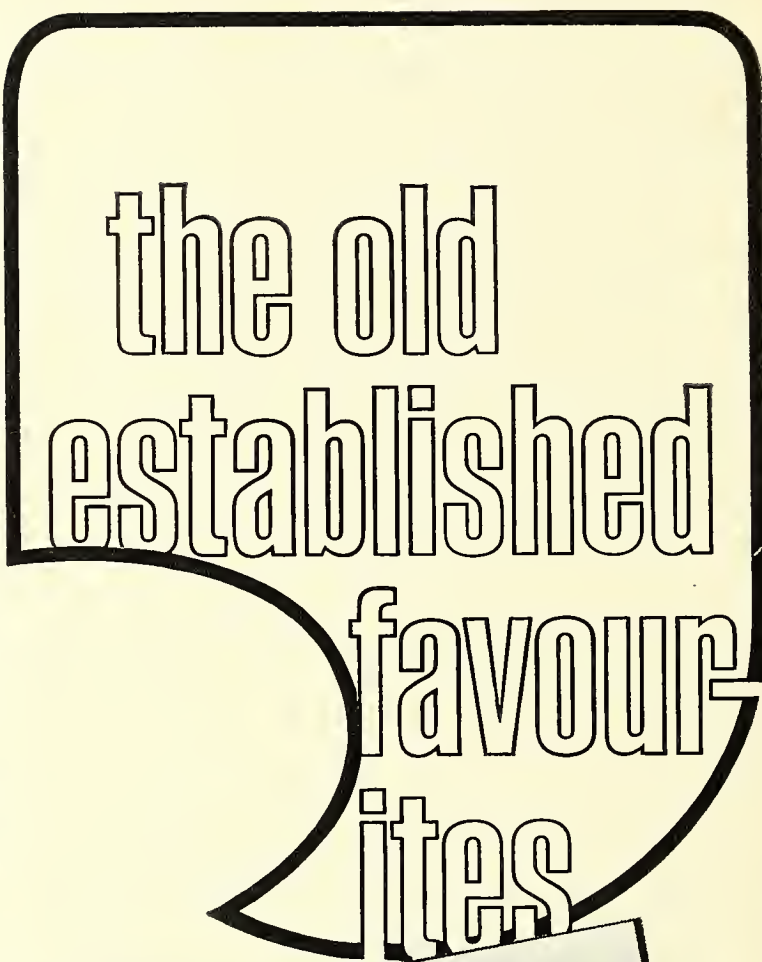


...as well as
**NIVEA
CREME**

In 10 million packs of Nivea Creme per year the foil insert is busy selling Nivea Cosmetics. So every time you sell Nivea Creme, you are selling Nivea Cosmetics. Every time your customer opens her Nivea Creme Pack she sees some Nivea Cosmetics. Good reasons for you to stock them . . . a sure way to help raise your profits. Next time you order Nivea Creme, order Nivea Cosmetics. They go together!

S&N products





Research has proved the popular demand for a milder pastille to deal effectively with coughs, catarrh and nasal congestion. MiniMeggezones are that kind of pastille.

Meggezones users find the original Meggezones most effective. We realize however that for some they proved a little too strong. Now you can win back those people who have taken a rest from Meggezones with the subtle flavour of Mini-Meggezones. They have a choice—*this is the essence of modern marketing.*

CATER FOR ALL TASTES—AND SELL!

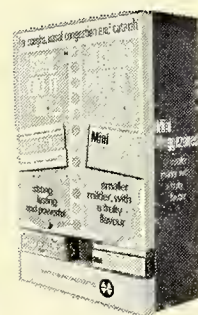
Profit from customer preference through the Meggezzone range. Adults and children can all benefit from the effectiveness of Meggezones, Junior Meggezones and the new MiniMeggezones. And with winter coming, now is the time to stock up.

WE'RE BACKING YOU . . .

With sustained National and Regional Press Advertising.

TWO PRODUCTS—ONE DISPENSER

A linked dispenser makes it easy for the customer to make the right choice. It contains: 12 MiniMeggezones and 9 Meggezones and comes to you **free** with any order for one dozen of each product—the extra 3 Meggezones are packed loose for refilling the unit.



The linked dispenser is one of the displays which qualify you for entry in our Display Contest, with a Mediterranean cruise as first prize and many other worthwhile prizes. Mystery shoppers will be travelling around the country looking out for White Laboratories displays—be sure they see yours.



WHITE LABORATORIES LIMITED. Meggeson-Warrick Division, Penarth Street, London, S.E.15.

INTRODUCING

ANDUVITE 90 DAY COURSE

Completely Free!!

Buy 1 case

		s.	d.
Retail value 10 x 8s 9d	...	87	6
1 x 90 day course	...	21	0
Your cost	...	108	6
PROFIT (86 per cent)	...	50	2

Buy 5 cases (4 $\frac{1}{6}$ dozen) save another 14s 2d

Retail value 50 x 8s 9d	...	437	6
5 x 90 day course	...	105	0
Your cost	...	542	6
PROFIT (98 per cent)	...	277	6
PROFIT (98 per cent)	...	265	0

Buy 10 cases (8 $\frac{1}{3}$ dozen) save a further 30s

Retail value 100 x 8s 9d	...	875	0
10 x 90 day course	...	210	0
Your cost	...	1085	0
PROFIT (106 per cent)	...	525	0
PROFIT (106 per cent)	...	560	0

DISPLAY OUTER WITH
DESCRIPTIVE LEAFLETS WITH
EACH ORDER



*12 Vitamins
+ 6 Minerals*

*18 Tangible factors
for fitness*

FOR ALL THE FAMILY

Order now from

Carters' of Shipley
(YORKS)

ALSO AVAILABLE THROUGH LEADING
WHOLESALEERS ON THE SAME TERMS!

sweet news

New Sugrosa is in the Mirror

Siddonia is selling New Sugrosa to about 15,000,000 Daily Mirror readers. New Sugrosa—the sweetener that slimmers can live with. A lot of extra customers with pounds to shed will be coming your way. Make sure that you're in trim to meet them. Check stocks now.



**CAPSICUM OLEO RESIN
ALMOND OIL SWEET B.P.
ANISEED OIL B.P.
STYRAX PREP. B.P.C.
BOTANICAL DRUGS
BALSAMS
GUMS, ETC.**

Enquiries welcomed

H. E. Daniel Ltd.

Longfield Road
Tunbridge Wells, Kent
Telephone: 0892 22375

**"I can most certainly
recommend Jochem's"**

— writes Mr. T. R. Gibson of London

"My scalp was unhealthy, constantly itched and my hair was falling fast". This was Mr. Gibson's plight seven years ago. He tried many remedies and even went to a hair specialist—all without success. But—"from the first time I used Jochem's", he writes in his letter to Beoutisales Ltd., "I have never had any skin trouble or itching and I have definitely preserved what was left of my hair . . . I am very grateful to the person who recommended it to me and am glad to tell people about it."

**You can recommend with
equal confidence**

Jochem's

HORMONE HAIR PREPARATION



**Prices: £6.19.0 per dozen or 12/1 per bottle
for less than one dozen (all prices plus P.T.)
To retail at 24/3 per bottle (inc. P.T.)**

Manufactured under licence and distributed by:-

BEAUTISALES LTD.

35 Old Bond Street,
London, W.1X 4JH

Telephone: 01-493 2565-6

Society advocates NHS contraceptives

The Pharmaceutical Society of Great Britain is recommending to the Department of Health that oral contraceptive tablets should be available, by special arrangements, for social as well as medical purposes under the provisions of part IV of the National Health Service Acts.

In a document sent to the Department, the Society says that oral contraceptives offer the most acceptable form of contraceptive "device" and publicity associated with them in recent years has done a great deal to alter social attitudes towards family planning. "It is probable that an extension of use of oral contraceptive tablets would be the most important single factor leading to the successful implementation of the Government's policy of limiting population growth."

Seeking advice

The Society believes that if oral contraceptives were available through the general medical and pharmaceutical services, more married couples would be encouraged to seek advice and those in the greatest need—the lower income groups—would be more willing to seek advice from their general practitioner than to attend a Family Planning Clinic.

Provision for supply of the tablets from a pharmacy rather than from a clinic would, as a general rule it is claimed, also benefit the public because clinics are generally open only for a limited number of hours and are normally farther from the home of a patient than the nearest pharmacy.

The Society is also alarmed by the Family Planning Association's intention that up to six months' supply of oral contraceptive tablets should be handed over, at one time, to some patients attending their clinics.

Quantities considered

The Society considers that ideally the maximum quantity that should be given on any one occasion is one month's supply, but it is accepted that for reasons of economy, particularly the time devoted by the medical practitioner to examination of patients, two months' supply might be given.

The Society proposes:

□ The patient would visit her general practitioner or, on the reference of that practitioner, a doctor at a family planning

clinic (in areas where there are such clinics). In line with the expressed views of medical practitioners, the visits would be at intervals of three months for the first year and six-monthly thereafter.

□ If a doctor decided that oral contraceptive tablets should be prescribed, his prescription would be written on a special form (EC10 (FP)) similar to form EC19 which would provide a total of three prescriptions. The doctor would write one month's supply (meaning in practice that the patient would have prescriptions covering 3 x 1 month's supply) if he wished the patient to revisit him after three months, and two months' supply (meaning in practice that the patient would have prescriptions covering 3 x 2 months' supply) if he intended the patient to revisit him after six months.

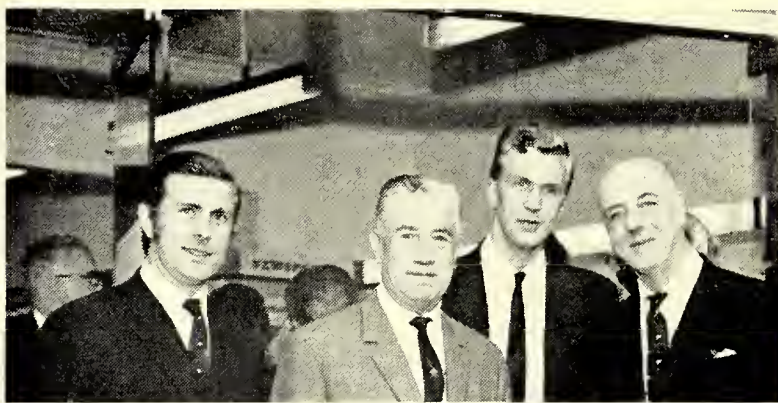
□ The patient would present the prescription at any pharmacy in the usual way, and would pay a special levy for each month's supply dispensed. A maximum of two months' supply would be given at any one time.

□ The special levy would be calculated to make the supply economical in terms of the remuneration received by the pharmacist for each supply.

□ There would be exemption from the special levy, on social grounds, for patients in special need.

□ Prescriptions would be submitted by the pharmacist to the Pricing Bureau in the usual way, but in a separate bundle, at the beginning of each month.

It is submitted that the proposed scheme would bring substantial benefits in terms of convenience to patients; it would encourage an increased use of effective family planning methods; and it would probably be no more expensive to the public as tax and rate-payers than the national arrangements provided for in the National Health Service (Family Planning) Act and Health Services and Public Health Act.



Extension opened by Sir Alec Rose

Round-the-world yachtsman Sir Alec Rose officially opened the extended pharmacy of John Frost (Boldmere) Ltd, 82 Boldmere Road, Sutton Coldfield, Warwickshire, on September 18.

The shop was originally bought by Mr Frost in 1934. His headquarters however, a subsequent buy of 1937, are at 111 The Parade, in the town centre.

The extension at Boldmere Road comprises a newsagent, sweets and tobacco business, which became vacant about a year ago. It is managed by Mr J. Wood, MPS.

Structural alterations to the premises and modernisation were carried out by S. I. Myers Ltd under the supervision of the company secretary Mr D. Gale.

Plans for course in perfumery

The Society of French Perfumes is making arrangements for a course on perfume and cosmetic selling to lead to its National Diploma in Perfumery. At present, students study in their leisure time from material provided by the Society.

If there is sufficient support from retailers, the course will first be established in London, probably at Lewisham and Eltham College for Further Education, Goudhurst Road, Downham, Bromley, Kent, and later nationally according to demand. The first course would run from September 1970 to June 1971.

An aim of the diploma is to establish a career structure that will encourage young people to consider making the retail trade their career choice. Details of the proposed syllabus are available from the college, or from the Society at 24 Rutland Gate, London SW 7.

With round-the-world yachtsman Sir Alec Rose (right) at the opening of the extended pharmacy (left to right)—Howard Myers of S. I. Myers Ltd, John Frost, founder of the pharmacy business, and David Gale, who supervised the modernisation

Rare pill slab to be auctioned

A rare Liverpool Delft eight-sided pill slab bearing the arms of the Apothecaries' Society will be sold at Sotheby's in London on October 13. It is expected to fetch several hundred pounds.

Pill slabs were presented to apprentices on completion of their training and were then proudly hung on the shop wall.

The early 18th-century slab to be auctioned—one of the few of octagonal shape ever made—measures 10½ in and is painted in tones of blue.

The arms show Apollo with a dragon and unicorns.

Overseas students want UK jobs

The International Pharmaceutical Students' Federation is seeking the names of British pharmacists willing to employ overseas pharmacy students under its student exchange scheme.

Exchange visits are arranged for a minimum period of one month and most take place during the summer vacation. Students pay their own travelling expenses but hosts are asked to provide board and lodging, preferably in their own homes, or money in lieu of accommodation. Pocket money is also given by host. The host may specify from which country the student comes and whether a knowledge of English is essential.

Further information is obtainable from: Miss Veronica Davis (I.P.S.F. liaison secretary), Tweenwalls, Tredington, Shipston-on-Stour, Warwicks.

Rural dispensing is a 'political issue'

In political terms the real issue at stake in the dispute over rural dispensing is the leadership of the Labour party. That is the view of Mr R. C. B. Jones, a member of the Pharmaceutical Society's Council.

Writing in the first issue of *Recipe*, the newsletter of the Romford Branch of the Society, Mr Jones says that the Minister of Health and Social Security is seeking a politician's solution to a political problem. The Minister is trying to extend and improve the NHS within a limited budget of which doctors have always demanded a

large slice. Their demands have been politically unrewarding to deny.

To curb the doctors the Minister must first discredit them, then clamp down on them. To that end he is using the angry pharmacist, who even now, at the behest of Julian Snow, seeks guidance of abuse of NHS by doctors.

Society night with trophies

The Editor, no golfer, was able to make himself of slight use to Surrey and South London Pharmacists' Golfing Society at their annual supper on September 17 by drawing a lucky name from a rather square-shaped "hat." As a result, ball-sweep organiser Derrick Holborn received a trio of the commodity he has long been accustomed to organise into other people's hands.

Earlier the *C&D* had itself received a "plug" from the captain, H. Vernon Powell, who said he had no doubt all present subscribed to "the news weekly for pharmacists" but, just in case there were some who did not, he held up a copy "just to show the face-lift it had undergone."

"It's no good," he said, "be-

ing content with those papers that come to you free of charge".

The year's winners were introduced by the Society's president Lawson Wrathall with his customary wit and relapses into verse. His gem of the evening was an alliterative reference to Pierce Power, the triple-trophy winner and Allenbury's local representative, as Debonair Dan the Dequadin Man. Results in detail:

Scotia bowl, A. Reary; Widocks Memorial, Verona trophy and Banstead bowl, P. Powell; Bobby Locke trophy, T. Gover; Calcutta cup and Widocks trophy, F. Jamieson; Robert Swindells platter and captain's prize, E. Foster; Founder's trophy: "Ferdy"; Croydon shields, Ron Hedge; Unichem trophy, Glyn Roberts and P. Power; Cow & Gate trophy: H. V. Powell.



Messrs Pearce Power and Glynn Roberts with the Unichem trophy at the South London Pharmacists' golf dinner



Sir Alan Wilson starts a factory

Doctors' claims to pregnancy tests

So long as some members of the public believe that their doctor will be unsympathetic, laboratories offering a pregnancy diagnosis service will do a thriving trade, says the *British Medical Journal*.

A leading article looks at some chemists' decision to sell diagnostic kits over the counter and sets out the medical profession's grounds for saying that the doctor is the right person to make the diagnosis.

But, says the *Journal*, "if the profession is sincere in its opposition to the lay diagnosis of pregnancy it must show greater willingness to accommodate women who don't want to 'wait a few weeks' before knowing the worst—or the best." The profession is asked to urge the Health Departments to make regulations to prevent doctors from being out of pocket if they help their patients in this way.

Symbolic start to Glaxo factory

Sir Alan Wilson, FRS, chairman of Glaxo Group Ltd, cut the first sod on September 17 on the site of the new antibiotics factory to be built for Glaxo Laboratories Ltd at Cambois, Bedlington, Northumberland.

The plant is due to begin production in 1971. It will be one of the most sophisticated and important factories of its type in Europe, involving an initial investment of more than £5 million. The main process and solvent recovery will be partially computer controlled.

Sir Alan said the development of a new class of antibiotics, the cephalosporins, had caused Glaxo to increase considerably its productive capacity.

The company has announced that immediate plans provide for the development of 25 acres of the 116-acre site.

The plant planned for Cambois is in accordance with the company's policy to have fermentation operations on not less than two sites in Britain.

Joint study of training needs

The joint Distributive Industry Training Board-Retail Trades Education Council study of the training needs of the industry will be led by Mr K. Ambrose, senior lecturer in the school of management studies, Regent Street Polytechnic, London. He has been seconded by the Polytechnic for a year to undertake the study.

Terms of reference for the study are: "To study the training needs of the distributive trades; to develop work already done in this field and to expand on it so as to cover all trades within scope of the Distributive Industry Training Board and to reach the stage at which the training needs of the distributive trades can be qualified as well as identified and evaluated."

Monopolies study called for

The President of the Board of Trade, Mr Anthony Crosland, has asked the Monopolies Commission to investigate the supply of starch, glucose and modified starches. The Commission is asked to find out whether monopoly conditions exist and if so whether they operate against the public interest.

ARCHITECT'S PLANS FOR No. 17



The west side of Bloomsbury Square as it is now. No. 17 is on the right of the picture and No. 14, on which the new design is modelled, is left of centre. No. 15-16 between is in the Victorian style



Bloomsbury Square as it will be if the plans are approved.

The Pharmaceutical Society's Bloomsbury Square headquarters will receive an attractive new façade in the manner of John Nash if a £1-million scheme prepared by Mr David Hodges of architects Louis de Soissons, Peacock, Hodges and Fraser, is accepted by Camden Borough Council.

The main object of the scheme is to provide the Society with buildings that will offer first-class institutional and administrative facilities.

In addition to the new Bloomsbury Square façade (185 feet), the plan includes restoring the original Nash façade to 66-71 Great Russell Street (208 feet) which lies at right angles to the Square frontage and forms the northern side of the half-island site of about one acre owned by the Society.

The new frontage in Great Russell Street will include a row of shops at ground level with windows uniformly designed and detailed in the style of the Nash period. The present

Nash-built houses have lost their cornices and suffered other unattractive alterations since his time and much of the fabric itself is now in poor condition (see *C&D*, September 13, p. 226).

Over the shops will be flats to give about 14,000 square feet of residential accommodation as compared to the present 7,000 square feet, and beneath will be a basement garage for the use of those living or working in the Society's buildings.

To the rear of Great Russell Street and fronting on to Bury Place a new office building is planned. It is to be no higher than seven floors and of a design that will prevent it from clashing with, or having an overbearing effect on the period buildings. The Board of Trade has granted one of its rare permits for the offices.

The building is now undergoing extensive repair on the Great Russell Street side and is scheduled as a Grade II listed building; its attractive exterior

is not to be altered in any way.

Of the houses that run to the south of no 17, only no 14, which is a grade III listed building, retains its original Georgian design.

Mr Hodges' new façade involves rebuilding the neighbouring Victorian and Victorianised houses in an exactly similar form to no 14 so that the whole frontage will revert to the Nash style and display that uniformity of design characteristic of the London square. The period uniformity will be carried round the corner of the Square and along the Great Russell Street frontage, to form an L-shape in stucco. It was in Bloomsbury Square, in 1783, that Nash first employed stucco.

The accommodation behind the Bloomsbury Square façade will be laid out to provide the Pharmaceutical Society with modern rooms and offices. The main problem here has been the relating of the new floor levels with those of no 14

Bloomsbury Square, which provides the model for the whole frontage, and the arrangement behind this frontage of rooms which are suitable for the period windows.

The space involved in this part of the plan is approximately 66,500 sq ft, of which about 38,000 sq ft is allotted to institutional facilities such as library, committee rooms, Council chambers, and about 27,000 sq ft for administrative offices.

It has been accepted by the Board of Trade that because of the Pharmaceutical Society's importance and essential functions it should be housed in a specially designed building in central London, but it is only in recent months that the Society has been able to make firm plans for rebuilding in Bloomsbury. The present site had been provisionally earmarked for the National Library and Mr Hodges had prepared both plans and scale model for a new building at Lambeth.

Wholesaler praised by Society president

President of the Pharmaceutical Society, Mr A. Howells, in officially opening a new warehouse for Ayrshire Pharmaceuticals Ltd on September 17, congratulated the company on an outstanding achievement.

After only four years in business turnover had increased from £80,000 to almost £750,000.

That result had been attained by hard work and initiative on the part of the directors, who in the early days did all the work themselves after their own businesses had closed for the day. This was but a further example of the willingness of the profession of pharmacy to serve, and its readiness to meet public demand.

The opening which was attended by about 150 customers and friends of Ayrshire Pharmaceuticals Ltd was presided over by the chairman Mr John Maclean.

Mr F. J. Burden manager of the warehouse presented Mr Howells with a suitably inscribed decanter and glasses of Edinburgh crystal, as a memento of the occasion.

Formed in 1964

Ayrshire Pharmaceuticals Ltd was formed as a buying group in June 1964 with ethical counter lines and dressings on cash on delivery basis.

Its first real breakthrough came in August 1964 when the first wholesale ethical account was obtained.

As time went on the present distribution pattern evolved. Ethicals continued to be delivered on a daily basis but counter lines were transferred to a cash and carry order pad system. All counter products and prices are detailed on an order pad, a new copy of which is sent to customers every week. The customer merely has to fill in quantities required and delivery is effected either the following day or, at latest, two days later. Some of the larger wholesale groups in the South have since adopted such a system.

The business transferred to a 3,000 sq ft building in Hurlford, in July 1965 but they soon became inadequate and it was decided to seek larger premises. About 20 months later the move to the present premises took place.

By July 1968 turnover was £600,000 and staff twenty-one. By October 1968 it had been agreed to take the lease of

premises at 1 Townholm, after conversion. Preparatory work on the new 10,000 sq ft building started in November, 1968 and the business was transferred there in April, 1969.

Irish news

IDA censure Glaxo

The Irish Drug Association Committee, at its monthly meeting in Dublin on September 11, decided to delete Complan from the Association's price list after it had been reported that the preparation was no longer confined to community pharmacists but was to be had "in every grocer's and huckster's shop."

The Committee "deeply resented . . . the slighting attitude adopted by Glaxo Laboratories towards community pharmacists" in having advised pharmacists of the change in distribution some considerable time after the policy change by Glaxo had been advertised in grocery magazines.

The Committee felt a considerable sense of injustice since an assurance had been given some years ago by a representative of Glaxo that Complan would always be continued as a chemist line.

The charge that community pharmacists had "leaked" the line was refuted as it had been proved that the leakages had been occurring through wholesalers. Any leakages through pharmacists were negligible compared with those through other sources that could have been controlled by Glaxo. It was agreed to send a detailed summary of the matter to all members.

After a lengthy discussion a decision on whether the Association should bring to the attention of the Fair Trade Commission the refusal by certain firms to supply veterinary lines to community pharmacists was deferred.

The Committee took a serious view of an approach by the Cork branch of the Irish Union of Distributive Workers and Clerks to individual pharmacy employers in Cork to introduce a five-day week. That was a breach by the Union branch of an assurance given earlier in the year that no claims would be made for an alteration in conditions of pay or employment during the next year "unless some unusual circumstance arose."

It was reported that a seminar, arranged by the Associa-

tion, would be specially conducted for retail pharmaceutical chemist proprietors by the Irish Management Institute. It is to be held in Dublin, March 1-4, 1970. Particulars will be circulated to members.

The Committee agreed to meet the Wholesale Drug Federation of Ireland to discuss the operation and charges of the wholesale tax and other matters of concern to pharmacists and wholesalers such as the position likely to arise by the expected extension of the Health Services and the services that would consequently be made available by wholesalers to pharmacists.

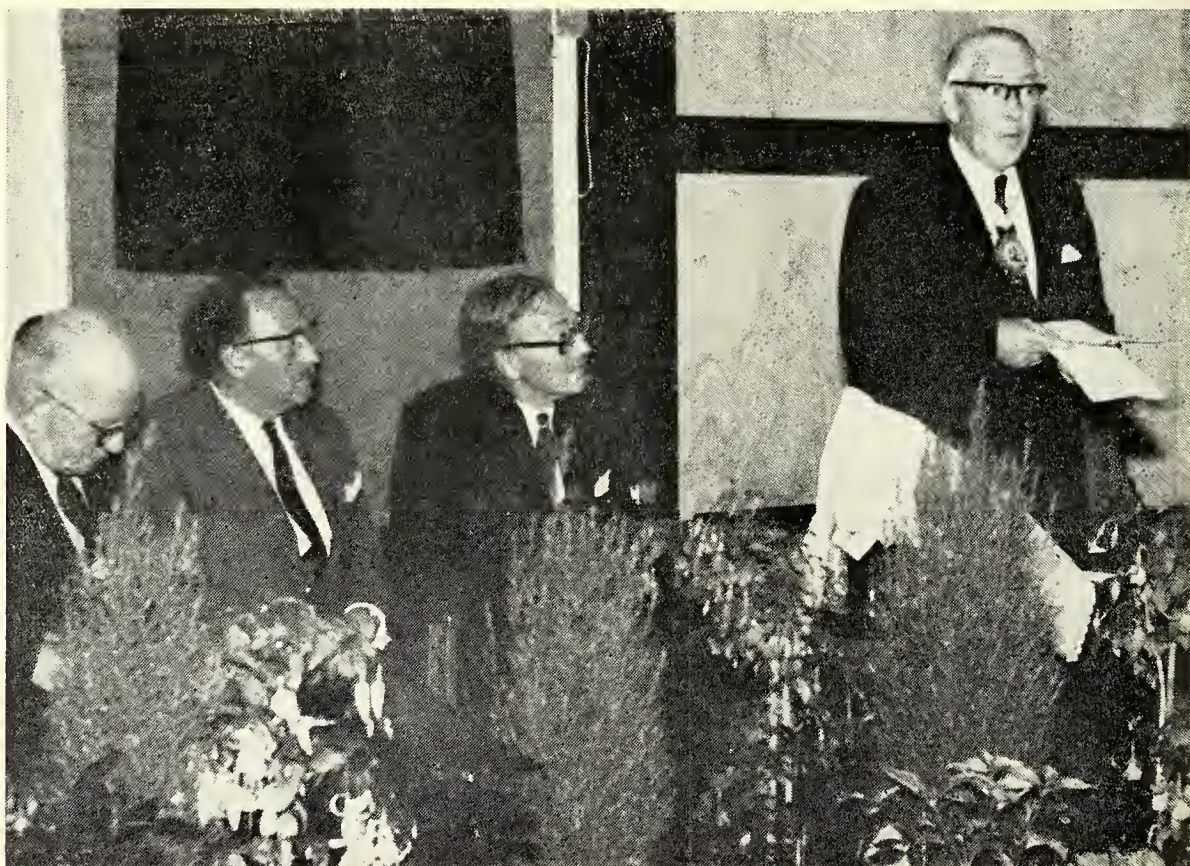
Ulster report

The Statutory Committee of the Pharmaceutical Society of Northern Ireland will meet at 2.30 pm on October 1, 1969, at 73 University Street, Belfast, to inquire into the case of a member of the Society who, it is alleged:

Permitted to be sold or otherwise disposed of certain drugs otherwise than in accordance with the Regulations applicable to the sale or disposition of these drugs;

Failed to keep an accurate record of certain drugs received in stock during a specified period and of all his dealings and transactions in relation to these drugs.

Mr A. Howells, president of the Society, speaking at the opening of the warehouse



NEWS IN BRIEF

□ The directors of Laporte Industries (Holdings) Ltd are discussing with the directors of the Burmah Oil Co Ltd whether there are forms of industrial collaboration of benefit to both companies.

□ The Scottish Home and Health Department has issued a leaflet giving the comparative costs of seven proprietary and non-proprietary iron preparations.

□ The annual meeting of the Society for Drug Research, to which visitors are invited, takes place at 17 Bloomsbury Square, London WC1, at 6.30 pm on November 12. After the meeting Mr G. Teeling-Smith, director, Office of Health Economics, will discuss "Paying for Pharmaceutical Research."

□ National Pharmacy Week in the United States is this year being devoted to drug abuse education and information.

The theme for the week (October 5-11) is a break with the past forty-four events in which the services of the profession and its practitioners were highlighted. Slogan is "Drug abuse . . . escape to nowhere."

□ Added value tax's great administration problem would be varying the rates for the retail trade, says a National Chamber of Trade paper by P. J. Mortlock. At least two rates would be involved, and the book-keeping of many small firms would have to improve. Local or regional registration of all business would have to be introduced. Chambers of trade and commerce probably would have to be reorganised by statute.

□ A chemical reaction between cheese and a monoamine oxidase inhibitor drug caused an Essex housewife's death, an inquest was told on September 23. The pathologist said the type of drug was psychiatrically useful, but dangerous when taken with certain foods. The husband said his wife suffered from a nervous condition, but the type of drug had not been prescribed by her doctor.

SPORT

Golf

London Chemists' Golfing Society. The Society held a meeting at Huntercombe Golf Club, on September 4. *Results:* (Medal) 1, Mentholatum prize, G. Roberts (9), 70; 2, Thomson cup, R. L. Raggett (20), 72. (Stableford) Aspro rose bowl, S.M. Hutchinson (11), 37 points. Visitors' prize, Mr King (13), 39 points. Greensome prize (Hutchinson and King) 42 points.

Manchester Pharmaceutical Golfing Society. Latest meetings of the Society were held at Haydock Park on August 27 and at Ormskirk on September 10. *Results:* Haydock Park (Nicholas Products prize) 1 R. Evans; 2 Dr Reynolds. Ormskirk (Robinson's of Chesterfield trophy) 1 M. Murphy and J. Roylance; 2 R. Evans and J. Bolsom.

Irish Chemists' Golfing Society at Elm Park, September 17: Class A, N. Mockler (5), 36; T. Hogan (9), 34; R. Tierney (8), 33. Class B, J. P. Holland (17), 36; T. Mullen (14), 34; J. Dalton (14), 34; best gross, D. Mulvey. Next and final outing, Clontarf, October 1.

The Xrayser column

Barriers to planned service

The report of the deliberations of the committee appointed by the Pharmaceutical Society to make recommendations for the provision of a planned pharmaceutical service is now in our hands. It seems to me that its length could have been cut considerably without detracting from its value. It is not difficult to secure agreement on certain principles in the abstract. That has been found possible in all but the crucial point of limitation of the contract, and that, after all, is the heart of the matter.

The plan is specific only in relation to the Highlands and Islands of Scotland, an area sufficiently remote to occasion no anxiety in regions nearer home. The proposal to attract pharmacists into rural areas by means of a subsidy is not new and, indeed, a pharmaceutical service in many parts of the country has only been possible because of the business being privately subsidised by its owner, who has found it necessary to his continued existence to sell such unrelated merchandise as postcards, newspapers, tobacco and cigarettes, and a host of other articles with little bearing on his professional duties.

One must remember, also, that the country-bred youth of 40 years ago served an apprenticeship in his local village, spent nine months in the city preparatory to qualifying and, in general, returned to his own locality. Today's student goes straight from school to the city and in three or four years' time, on registering as a pharmacist, may be less inclined for the life he had previously known.

There are, in fact, social problems in the present dilemma, and it may be optimistic on the part of the committee to visualise a pharmaceutical practices committee interviewing "all the applicants." There seem to me to be two quite high barriers to the plan submitted. One is the limitation of the contract—the other, the necessary legislation. Westminster is an extremely busy place these days.

Matters of professional conduct

I find it difficult to enthuse over the revised statement upon matters of professional conduct, much of which is devoted to a rewording of the existing document. If the purpose of the rewording was clarification, it has failed in its objective. I have, on occasion, criticised the ambiguity of the present "code," but, after all, it was not unlike that Topsy who "just grewed." As an example of what I mean, I would refer you to the new par. 6, which states that the dispensing of medicinal products or the professional services of a pharmacist should not be advertised directly or indirectly, provided that a discreet notice may be exhibited at any pharmacy or the term "dispensing chemist" may be used on the fascia, or a discreet announcement as to the hours of service of a new pharmacy may be made in the Press. And if I do not choose to avail myself of any of those alternatives, am I at liberty to advertise directly or indirectly? Surely "except" is the word intended, not provided?

A disappointing production

I am sorry, also, to see the disappearance from par. 5 of the words: "It should be made clear to the public that the practice of pharmacy is the main purpose of the establishment." Is that a sign of deterioration? I would also retain without alteration the wording of the present par. 15 (12 in the new version) which states that "prescriptions should not be discussed with patients or others in such a manner as to impair confidence in the prescriber." The introduction of the words "therapeutic efficacy" is not an improvement. There appear to have been, as Pliny said, the highest expectations when the mountain was in labour, but the resulting mouse is less imposing than its elder brother.

COMPANY NEWS

Reckitt's 'year of consolidation'

Giving the half-year's trading results Mr B. N. Reckitt, chairman, Reckitt & Colman, says 1969 must be regarded as a year of consolidation after the large advance in 1968 and of preparation for a further move forward.

Sales in the six months ended July 5 at £76.2m were £8.1m or 11.9 per cent ahead of those in the corresponding half of 1968. If businesses acquired or disposed of since the beginning of 1968 are eliminated the rise becomes 7.8 per cent. Profits, before tax, were £7.89m (against £8.62m) and after tax, £4.09m (£4.7m). The chairman expects the group figures for the second half year to show a substantial improvement on those for the first half.

An 8 per cent interim dividend is declared (same).

Electric blanket deal

Dreamland Appliances Ltd, has signed a ten-year agreement with France Bed Co Ltd of Tokyo allowing the Japanese company use of patented rights of construction of electric blankets.

At the centre of the arrangement is

Dreamland's Safety Seal method of foam welding, which produces an electric blanket with safety features not found in more conventional types of construction. Several other patents are included in the package, which further provides for technical help in the design and tooling of a new factory in Japan and supply of essential equipment.

Initial agreement was reached when Dreamland's chairman and managing director, Mr F. R. Williams, visited Japan recently as leader of a BNEC/BEAMA mission.

Chemical division sold

Forestral Industries (UK) Ltd have sold their chemical division to W. R. Grace Overseas Development, a subsidiary of W. R. Grace & Co., for an undisclosed cash sum.

Grace, through Dearborn's chemical division, will continue all present activities of the Forestral chemical division.

Computer ordered

William Blythe and Co Ltd are taking their first step into computer data processing by ordering a £40,000 GE-105 computer with ancillary equipment from GEIS Ltd. The new system will handle decimal and metric applications in 1971. The computer will be installed in the company's head office near Accrington later this year, and in addition to supplying management information it will be used for payroll, sales, purchases, invoicing, costing and stock control. The installation will include an 8K central processor, 300 c.p.m., card reader/punch, 300 l.p.m. printer, and other peripheral equipment.

Eire agency agreed

Warner Lambert Ireland Ltd, whose factory and headquarters are at Abbey Road, Blackrock, co. Dublin, have been appointed distributors of the diagnostic products of Wellcome Reagents Ltd, in the Republic of Ireland. The agreement was signed at the premises of Warner Lambert Ireland Ltd by Mr Sean MacHale, MPSI, director and general manager, Warner Lambert Ireland Ltd, and Mr Clive Turton, F.I.M.L.T. sales manager, Wellcome Reagents Ltd on September 9.

Wellcome Reagents Ltd, is a company within the Wellcome Foundation Ltd.

Production unit stays

The Tottenham, London, production unit of Lenthertic Ltd, which was to close down has been reprieved. A decision taken about a year ago that the production would be transferred to the Basildon factory has been reversed because the Basildon factory is at full stretch and is unable to cope with still further production. Also first engineering studies had suggested that the move would result in large savings. Some of these had been realised but it was now clear, says the managing director, Mr A. J. H. Stranack, that the large plant could not necessarily compete with a small, specialised, streamlined plant.

Business briefly

Arnold & Ley Ltd's new address is 131 High Street, Brentwood, Essex (tel: Brentwood 216155).

Rorer Laboratories Ltd, formerly of Watford, are now at Telford Road, Houndmills Estate, Basingstoke, Hants (telephone: 24531).

W. H. Wandless Ltd, King Street, Whitehaven, Cumberland, have decided to wind up the company voluntarily. They have appointed Mr R. Stokoe, Queen Street, Whitehaven, as liquidator.

Macarthy's Ltd have transferred their Glasgow depot to larger premises at 7 Glentannar Road, Balmore Industrial Estate, Glasgow N2 (telephone: 041-336 5363.)

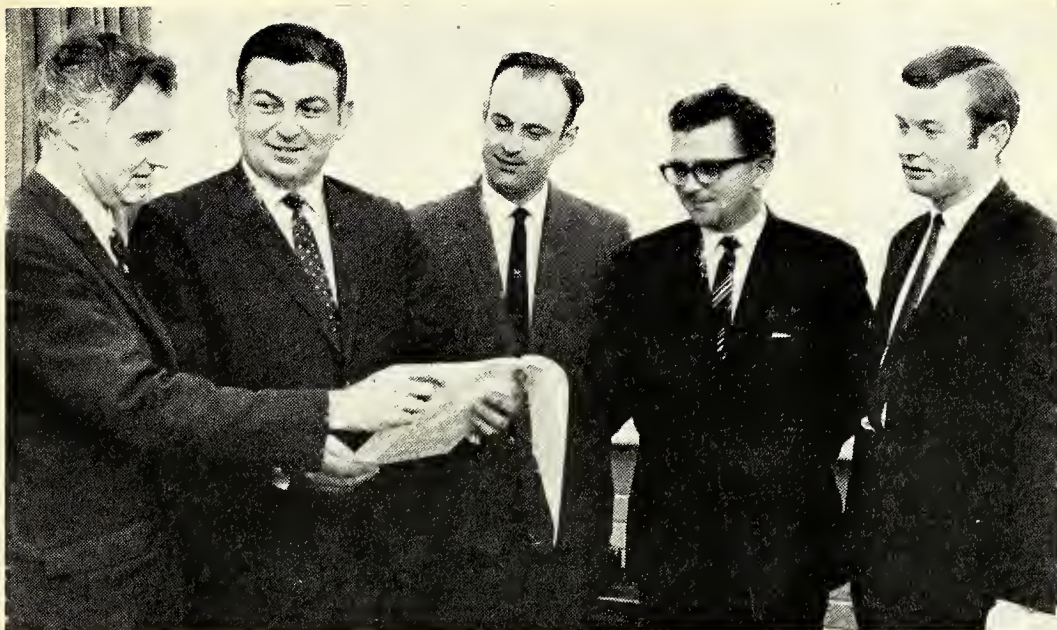
Mr A. G. Morris BSc MPS is taking over the pharmacy of James Ross (West Mersea) Ltd, 35 Barfield Road, West Mersea, Colchester, Essex, from September 30.

W. & T. Avery Ltd have moved their Stafford branch office and workshops from Albion Place to modernised and more spacious premises at 28 Browning Street (telephone: Stafford 51301). The new office serves a territory bounded by Stafford, Cannock, Rugeley and Stone.

Gillette Co, Boston, US, have embarked on a £12.5 expansion and modernisation programme. Largest project under way is providing new facilities for the Toni Co at St Paul, Minnesota. In Britain the company is building additional facilities at Reading, Berks, mainly for the production of surgical equipment.



Members of the export department of Roussel Laboratories Ltd and field sales managers from overseas who attended a special conference at the company's Wembley Park headquarters recently. From left (back row) Messrs R. H. Evans (area manager), R. Gourley (Ireland), C. Bonnet (Paris), C. H. Venter (South Africa). Front row, R. J. Jarvis (area manager), V. Othenin-Girard (Switzerland), G. Dahlgren (Sweden), R. G. Muriel (general sales manager, direct export), J. T. Hook (sales director), J. G. van Leeuwen (Holland) and J. A. Desty (area manager).



Photographed at the signing of the new agreement (see "Eire agency agreed") were, from left: Messrs Clive Turton, sales manager, Wellcome Reagents Ltd; Sean MacHale, MPSI, director and general manager, Warner Lambert Ltd; Robert Grice, manager for Ireland, Burroughs Wellcome & Co; G. Connolly, sales manager, ethical division, Warner Lambert Ireland Ltd; and Donal Mullahy, AIMLT, recently appointed sales representative for the diagnostic division of Warner Lambert Ireland Ltd.

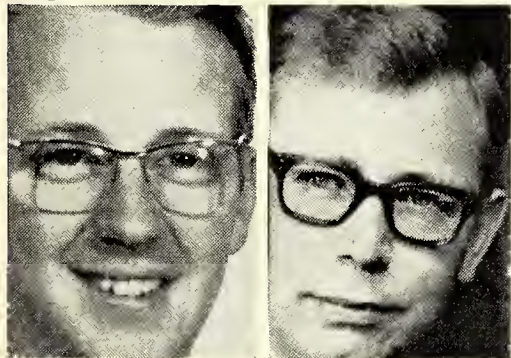
Appointments

Cussons Group Ltd have appointed Mr Simon H. Cussons a director.

Dorothy Gray has appointed Brian Hopley marketing manager, UK.

Mr. T. K. W. Davies, houseware buyer of Boots Pure Drug Co Ltd, has been elected to the board of directors of Timothy Whites & Taylors Ltd.

Welleome Foundation Ltd have appointed Dr Gerard Hooper, BSc (Pharmacology), MB, ChB, their medical adviser in Japan. before joining the Foundation Dr Hooper was a lecturer in pharmacology at Edinburgh.



Messrs M. G. Frith, MPS, and P. J. Dodd, who have been appointed to the board of Unichem Ltd

George Salter & Co Ltd have appointed Mr Graham Williams their sales representative for the counties of Middlesex, Hertfordshire, Oxfordshire, Buckinghamshire, Bedfordshire and Berkshire and West and Central London.

Kodak Ltd have appointed to the board E. D. Eyles, controller, administrative services; A. Roe, marketing manager; and Dr J. L. Tearle, manager, apparatus business.

New companies

PC=Private Company RO=Registered Office

Carlbrent Ltd (PC)—capital £100. Manufacturers of chemicals, drugs, etc. Subscribers: Muriel Goldstein, Brian Goldstein, 70 Finsbury Pavement, London, EC 2.

C. S. Ashton & Co Ltd (PC)—capital £1,000. Manufacturing and general chemists etc. Directors: Eileen M. Chatfield, Peter V. Chatfield, MPS. RO: 98 Dyke Road, Brighton, Sussex.

Dunn Chemists (Glasgow) Ltd (PC)—capital £100. Wholesale and retail chemists. Directors: J. Morrison and J. E. Dunn.

Farmvet Products Ltd (PC)—capital £100. Agents for the sale and manufacture of and dealers in antibiotics, disinfectants, animal feeding stuffs, medicines for animals, livestock and poultry etc. Subscribers: Roy C. Keen, M. J. Hope, 7 Fetter Lane, London, EC 4.

Herbert Bennett (Chemists) Ltd (PC)—capital £100. Manufacturers of and dealers in chemicals, gases, drugs, medicines; chemists, druggists etc. Subscribers: Herbert Bennett, Roy Bennett, Roy Bennett MPS. RO: Trafalgar House, 261 Nelson Road, Whitton, Twickenham, Middlesex.

Lea Markham Wholesale Supplies Ltd (PC)—capital £100. Distributors of chemists' sundries etc. Directors: Ian R. Law, Angela E. Crew. RO: Bridge House, 181 Queen Victoria Street, London, EC 4.

Norden Marketing Ltd (PC)—capital £6,000. Buying and selling cosmetics etc. Directors: Dennis M. Rouse, John R. E. Sharp. RO: Cook Lubbock House, Waterside, Maidstone, Kent.

Peel Street Pharmacy Ltd (PC)—capital £100. Chemists, druggists etc. Directors: Jeffrey Black, MPS, Austin M. Gaffney, MPS, Barrie Zimmell, MPS. RO: 4 Peel Street, Accrington, Lancs.

Roma Chemicals Ltd (PC)—Capital £2,000. Manufacturing chemists and dealers in cosmetics etc. Directors: Norman N. Richmond, Alexander Moss. RO: 160 Camden High Street, London NW 1.

Martin & Martin Export Ltd (PC)—capital £500. Directors: Robert Martin, Fay L'Amoura Martin. RO: 61 Houghton Street, Southport, Lancs.

Midland Progressive Services Ltd. (PC)—Capital £100. Dealers in chemicals, etc. Directors: Alan W. Green, and Basil H. Green. RO: 42 Bedford Avenue, London WC 1.

Riccioli Ltd. (PC)—Capital £100. Wholesale and retail chemists and druggists. Subscribers: L. H. Lewis and F. A. Dean. RO: 12 Norfolk Street, London WC 2.

PEOPLE

Mr John E. Chambers, MPS, of Prytherchs Ltd, 82 Castle Street, Hinckley, Leics, has been elected president of Hinckley Chamber of Trade for the coming year.

Wilfred Broadley, marketing director for the Inter-Alia group of companies, has just returned from a visit to Zambia, Malawi and Kenya, having represented his company in the British National Export Council Trade Mission to Africa. The visit was part of a campaign to increase the group's export sales on a worldwide basis.

J. Crawford Lamb, JP, FPS, FBOA, was honoured recently by pharmacist rotarians from all over Scotland because of his appointment as governor of Rotary District 102. The celebration was held in the Golden Circle hotel at Bathgate.



Miss Doris Beaton, a ward sister at the Bristol Royal Hospital for Sick Children and winner of the 1969 Glaxo Group Scholarship (awarded by the British Commonwealth Nurses War Memorial Fund). In the illustration Miss Beaton is watching the making of tablets when she visited Glaxo Laboratories Ltd, Greenford, before beginning her two months' study tour of Canada and the United States. With her is Mr F. W. Ashby, assistant factory manager

Deaths

Campbell: On September 4, Mrs Dora Campbell, MPS, Aberdaron, 1 Lodgehill Gate, Nairn, aged 66. Mrs Campbell qualified in 1924.

Finegan: On September 12, Mr Thomas Finegan, MPS, 41 Bramford Lane, Ipswich, Suffolk. Mr Finegan qualified in 1937.

Flanders: On September 7, Mr George William Flanders, MPS, 298 Woolwich Road, Abbey Wood, London SE 2, aged 66. Mr Flanders qualified in 1930 and, for the past 15 years was employed by the Royal Arsenal Co-operative Society Ltd.


 computers in
pharmacy and medicine 4

PATIENT PROGRAMMING

Fourth of a series by A W Patterson, senior lecturer, department of pharmacy, Heriot-Watt University, Edinburgh

The cost of drugs to the National Health Service was discussed in a previous article but it is necessary to remember that there are other heavy sources of expenditure of public money in the health service, notably in hospitals. Most applications of computers are intended to increase efficiency and cost effectiveness in some way and it is not surprising therefore to find that hospitals are beginning to consider data processing by electronic computers to improve the hospital service.

Increasing cost effectiveness

A major factor in hospital costs is the time a bed is occupied by one patient. If patient turn-round can be accelerated without prejudice to care and treatment then cost effectiveness will increase. This is most important because there is a limit to expenditure of public funds in this as in any other sphere.

Another important factor, common to many tasks, is that highly trained personnel spend too much time on paper drudgery, much of which could be done by computer more efficiently and infinitely more rapidly. As with management in industry, so in medical and paramedical activities valuable personnel should be almost exclusively used for thinking and decision making on the basis of information and data generated by the organisation, whatever that may be.

In Sweden interesting developments are taking place at the large Karolinska Hospital in Stockholm where a computer-based comprehensive information system is being devised by the medical development clinic there.

Substantial activity is also in progress in the 1,500-bed Danderyd Hospital near Stockholm and the experience being gained there will ultimately be expanded to include all 15 of Stockholm County's hospitals, including the new 1,750-bed Huddinger Hospital. The total bed capacity of the district will be about 13,500, with about two million out-patients, a promising field for the growth of computer applications.

The computer-based system devised at Karolinska involves a preliminary examination of the patient, preliminary diagnosis and initiation of treatment pending further investigations. All the medical problems are set out in a standardised format. A secretary using an on-line "terminal"

now begins to feed currently available medical data for the patient into the medical records data bank; she also arranges appointments for such tests as have been requested.

That is done by keyboard to the computer, which responds by displaying choices of appointments on a television-type screen which is part of the visual display cathode ray tube terminal. Thus loss of time is minimised and the patient's data is up-dated in the computer so that all relevant information is available for the next consultation. The patient will then either remain an out-patient or, if admitted, receive appropriate treatment at once instead of occupying a bed while tests are being carried out. By that means bed occupancy per patient has been substantially reduced and hence the cost of patient care.

Routine accounting, inventory control, payroll and other clerical functions may also be computerised as part of an integrated system.

W. R. McCreight, manager of the Univac International Medical Centre; Stockholm, says:

Parallel needs

"There are many medical activities that parallel the need for a totally integrated system in business. One of the most common is a doctor's decision to administer a drug. His notation on the patient's chart stimulates activities in the nurses' station, pharmacy, laboratories, inventories, accounting, billing, order services, receiving, financial control, budgets, pharmaceutical companies, etc."

The hospital pharmacy is visualised as part of an integrated system and it is in this area that the hospital pharmacist must be able to use the computer with advantage to his department and to his other hospital colleagues, be they medical, nursing, laboratory or administrative.

Many hospital pharmacists in Britain will become involved in computerised information systems during the next few years and will wish to prepare themselves for this eventuality. The first fact to appreciate is that drug data will only form part of a more comprehensive data processing system. Such a system is usually referred to as a fully integrated system because when an expensive system of this kind is introduced it is common sense

to use the facility to the maximum degree. There will therefore be many people using the computer for a variety of purposes including clerical and administrative functions.

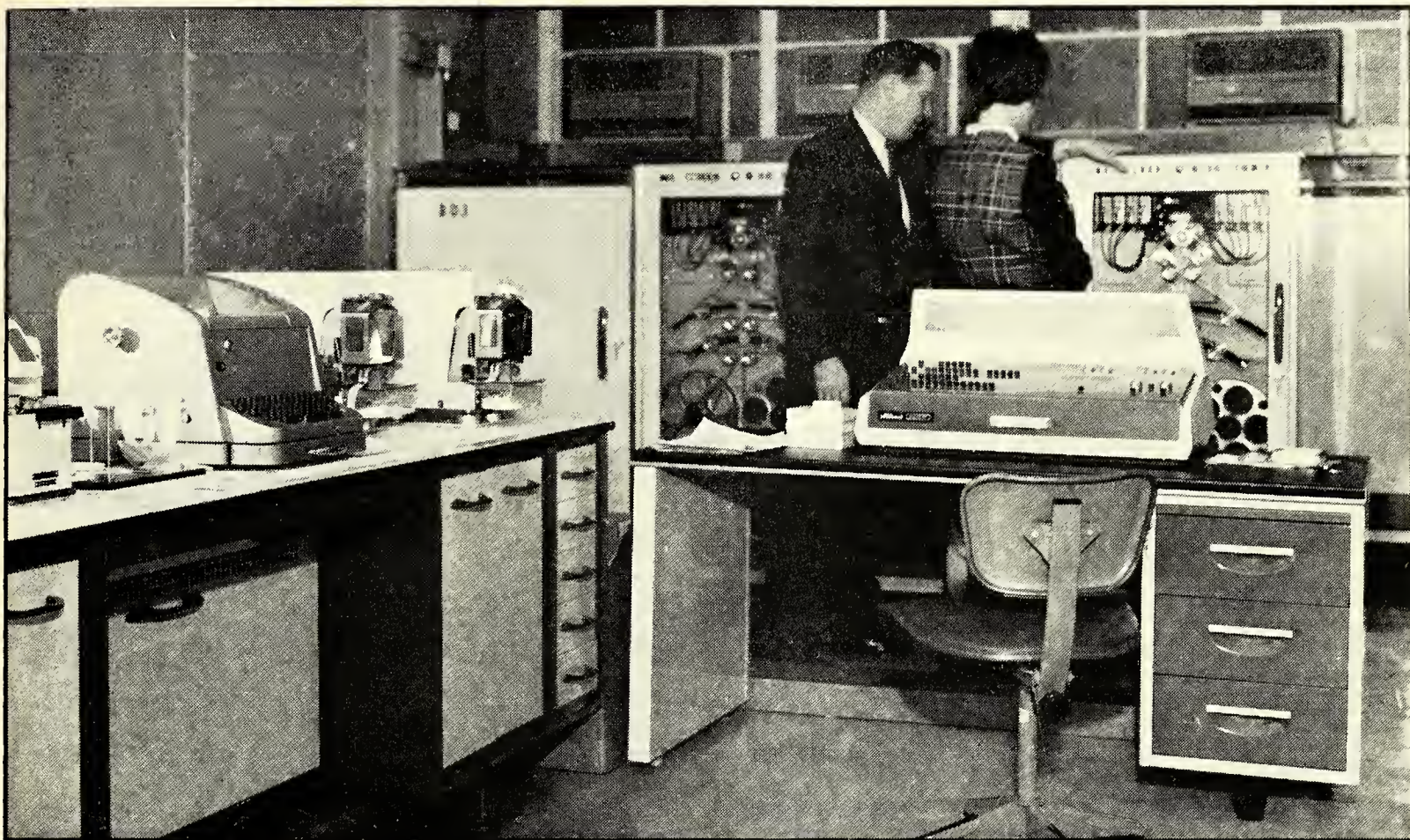
The pharmacist will be involved in computerised inventory control of drugs, dressings and so forth, and also in automated accounting procedures. Those applications are common in industry and commerce, and analysed systems with corresponding computer programmes are available as a "package" of "software" from computer makers and from those firms who have established themselves as purveyors of "software."

The term "software" is applied to all the paperwork, including detailed programmes, that goes with the use of computers and is distinguished from the "hardware," which consists of the actual machinery of the computer. A "package" of such software is offered for sale to those who wish to make use of a computer facility so that all this is ready made in a sense for common applications, though they may need modifying for hospital use.

Must wrestle individually

Electronic processing of drug data, however, is not a common application in the same sense as inventory and accounting procedures. So far there is no such thing as a "package" to integrate drug information into a large hospital computer facility. At present each hospital must wrestle with this problem individually. Several systems will no doubt evolve from the efforts of individual groups of workers. Of course certain computer firms have already realised the potential business in this field and are at work on producing yet another "package" for a fully integrated hospital system. That, however, should in no way blunt the enthusiasm of any pharmacist interested in the work, because there is a great deal to be done.

In addition it must be said that when any large organisation contemplates the introduction of a computer facility, systems analysts and programmers will be engaged to undertake detailed work needed to implement the schemes and carry out the wishes of the staff of that organisation. It is essential, however, for the staff involved to be familiar with computer



The London Hospital's Elliott 803 computer is utilised by the pharmacy department to obtain printouts of expenditure under specified headings. Ways of increasing the usefulness of the machine to the department are being investigated

work in order to be able to state their requirements lucidly to the systems analysts and programmers.

The hospital pharmacist becoming involved in this work must first of all learn a little about computers in general, then try to understand what his medical and other colleagues are doing with computers so that he may fully appreciate the versatility of a computer facility and also its limitations. The next step is, with the possible help of a systems analyst, to analyse the areas of his own work that would benefit from integration into the hospital computer system. It is at this point that pharmaceutical expertise comes into its own.

It will be necessary to find exactly what drug data are required by medical, nursing and other colleagues, and to supplement the data with the pharmacists' own needs, and to integrate all so as to minimise duplication of effort.

Many details must receive attention. For example, the precise drug nomenclature to be used so that references to a certain drug are always made in exactly the same terms, also an agreed index and procedure for coding the drug names. Medical colleagues will be consulted about a standard index of medical terminology and its coding in detail. It is usual to compile such indexes alphabetically and also numerically, the numerical ones normally on the basis of certain main categories, which may then be subdivided into subsidiary groups and so on.

Hospital pharmacists often working in relative isolation are at a disadvantage in comparison to their medical colleagues, for whom courses in computer apprecia-

tion and utilisation already exist. The Department of Pharmacy, Heriot-Watt University, Edinburgh, proposes to introduce soon short courses, possibly of two days' duration, in electronic data processing of drug information and related matters, particularly orientated to the requirements of hospital pharmacists.

Up-dating a patient's medical record as soon as results of tests and analyses become available has a natural extension into what are described as "real time" systems. "Real time" has been defined as receiving and processing dynamic information in time to use it as the basis of timely decisions.

In effect data must be collected at source as events occur, be analysed, then made immediately available on request. For the critically ill that can mean quite literally, the difference between life and death. The autoanalysers and other sophisticated medical machines now available, coupled with computers, make the implementation of such a facility possible and the continuous bedside monitoring of very ill patients is a reality, though an expensive one.

The type of clinical data collected at the bedside might include temperature, respiration rate, pulse, and systolic and diastolic blood pressures. Changes during a short time can be correlated by computer and made immediately available, on a visual display unit for instance.

Apart from the dynamism of American business which would have stimulated computing anyway, a most powerful incentive for the rapid development of electronic data processing has been the space programme with its insistent demand for

a real time mode of data handling.

The development of a "total hospital information system," in the Massachusetts General Hospital among others, is of interest to pharmacists for the automated recording of drug transactions and information which it entails.

The hospital computer is connected "on-line" to "terminals" in, for example, the radiology unit, clinical laboratory, nursing stations, pharmacy and so on, so that all have access to the "total information" regarding any given patient. At each terminal there is a keyboard with columns of buttons totalling 160. This is insufficient to feed in data on large numbers of drugs together with much other patient information.

The problem is overcome by an ingenious device called a keymat. It is placed over the buttons on the keyboard. A switching arrangement is operated thus activating different circuits but all served by the same keyboard. There are keymats and circuits for several purposes including the recording of drugs. The system thus provides, at one keyboard terminal, facilities which would otherwise require several special keyboards. When a prescribed drug is registered by means of the keyboard, with its appropriate keymat, a computer program is activated, which checks immediately details of the patient's age, sex, diagnostic data, etc., to ensure that it is safe and reasonable to use that particular drug in the proposed dosage by a particular route of administration for that patient's condition. A complete summary of a patient's record can be requested from the computer and printed out.

MEDICAL PRESS

Pseudomonas sensitive to drug synergists

Two examples of drug synergy that may prove beneficial in treating certain *Pseudomonas* infections, have been reported.

Workers at Chase Farm Hospital, Enfield, Middlesex, have been able to show that the *in vitro* inhibitory activity of colistin can be potentiated by sulphamethoxazole and by sulphamethizole. They recommend a trial of the combinations against strains of *Ps. aeruginosa* sensitive to the sulphonamides.

The same authors have also demonstrated synergy between trimethoprim and sulphamethoxazole against the organism but high concentrations of trimethoprim are required to produce a bactericidal effect. (*British Medical Journal*, September 20.)

In the second resort, synergy between antibiotics and the disodium salt of ethylenediaminetetraacetic acid (EDTA) is described by the workers at the Welsh National School of medicine. The authors say that the mechanism remains undetermined but it is suggested that the EDTA may change bacterial permeability.

The EDTA antibiotic combinations are only likely to be of value in the treatment of surface infections, but the authors suggest that the principle of enhancing bacterial permeability to antibiotics might find other applications if agents suitable for systemic use are found. (*Lancet*, September 20.)

Effective influenza prophylactic

Further work with an isoquinoline compound, UK 2054, by workers at University College, Dublin, has shown that it is effective in the suppression of symptoms and signs of influenza.

The compound, one of two synthesised by Pfizer Ltd, and currently undergoing trial, was given orally or intranasally to volunteers who are challenged with influenza virus. Five of 29 volunteers developed upper respiratory tract infection while receiving the compound; 19 of 38 did so while receiving placebo.

In addition to their paper, the authors present in a letter the findings of a field trial in a closed community with a pre-existing outbreak. The results are "encouraging" when those assumed to have been incubating the disease when administration began are excluded. (*Lancet*, September 20.)

Contemporary themes

Potentiation of inhibitory activity of colistin on *Pseudomonas aeruginosa* by sulphamethoxazole and sulphamethizole. *British Medical Journal*, September 20, p 693.

Azathioprine for Crohn's disease, *Lancet*, September 20, p 612.

Prophylaxis of influenza B with UK 2054, *Lancet*, September 20, p 614.

Synergistic effect of edetic-acid/antibiotic combinations on *Pseudomonas aeruginosa*. *Lancet*, September 20, p 619.

LETTERS

Director's opinion

As a director of a wholesale chemists' sundries house, I have read with great interest the recent correspondence.

It seems to me that wholesalers in general are going through a most difficult time, as they are no longer able to run their businesses on efficient lines for the simple reason that the present Government is slowly strangling all but the largest concerns with SET, high National Health contributions, corporation tax and the Industry Training Board levy.

All these extra taxes simply mean that staff must be cut to a bare minimum.

Unlike many businesses, wholesalers are in general unable to recoup any of these extra expenses by raising prices, as they have to work on a fixed discount for the bulk of their purchases. At the same time, they are continually being pressed by the retailer for extra discounts to offset their own increased expenses, even on lines which show them a profit of 50 per cent on cost.

I feel sure that while we are taxed as we are, the question is not "when will the wholesaler give a better service?", but "how long can the genuine wholesaler survive under these conditions?"

Worried and frustrated

Wrong image

The pharmaceutical drug industry is still apparently the "whipping boy," according to Mr R. Edwards, MP, and the image still portrayed to the public is of an industry relentlessly pouring out medications thrust on an unsuspecting and innocent public, through misguided doctors who have succumbed to an avalanche of propaganda with consequential fantastic profits to the industry.

However could the industry help itself to alter the popular picture by taking a leaf out of the tobacco industry's book?

Today we have the growing problem of drug addiction, about the causes of which little is known, and effective treatment, cures, are crying out for research.

Could not the industry set up a Foundation for this purpose and show realistically that it is interested in the problems of what happens to drugs and medicines after they are sold or dispensed?

Surely such an effort would help to create a better atmosphere in the public mind of a great industry which has benefited untold millions in its research for health.

Mervyn Madge
St Budeaux
Plymouth

Rural dispensing

One has read many bald and unsupported statements relating to the subject of dispensing in rural areas. As time passes the arguments appear to become more superficial and specious, but to my ex-

perience the enormous red herring produced by Dr Cargill (*BMJ*, September 13, p 657) is unique.

Dr Cargill argues that "the force of pharmacists' argument is quite destroyed by acquiescence in the regulation which compels all doctors to provide any necessary drugs during hours when no pharmacy is open" (and one notes that he carefully omits to point out that every doctor is paid annually to do so). In considering this curious statement, one has to realise that the regulation to which Dr Cargill refers occurs in the terms of service for medical practitioners (Part 1 Section 9a) and one feels it to be highly unlikely that pharmacists have at any time been consulted concerning the terms of service for doctors. Why didn't Dr Cargill argue on the basis of the real requirement of this regulation instead of taking it out of context? Perusal of the actual regulation can leave little doubt that Dr Cargill's argument is both spurious and puerile. The regulation states:—

A practitioner is required to supply to a patient such drugs and appliances as are required for immediate administration or application or for use before a supply can be obtained otherwise under these regulations, and may supply any other drug which is administered by him *in person*."

This regulation is surely intended to provide the patient with emergency treatment, or initiate same, and I doubt whether any doctor who respects his calling would wish to do otherwise.

Dr Tudor in the same issue of the *BMJ* proceeds to argue that the patient's convenience is of paramount importance. Everyone will agree with this, but why is the patient's convenience of concern only when it involves the supply of drugs and appliances? Does Dr Tudor trim the agonising corn, does he extract the septic tooth, and does he perform an occasional eye test? All of the latter would be supremely convenient to the patient, albeit any error in those fields would be blatantly obvious to the patient and unremunerative in cash terms. Any extra-medical activity is of necessity time-consuming, but only one has a cash incentive.

A doctor writing in the *Birmingham Post* says that he—the doctor—writes the script in the first place and after that his methods hardly differ one iota from those of the highly qualified and disgruntled chemist. Obviously only a totally independent assessment can give that statement any validity.

It is my view that the whole problem of dispensing in rural areas might be resolved if the Dunlop Committee produced a list of drugs considered to be vital to the community. Such drugs and appliances, and only those, should then be made available to all doctors from either Group Hospitals or an alternative non-commercial source. A regulation should then be introduced to ensure that those drugs are only used for immediate administration or application or where genuine difficulty of access to a pharmacy can be proved to exist.

C N Brunning
Wrexham



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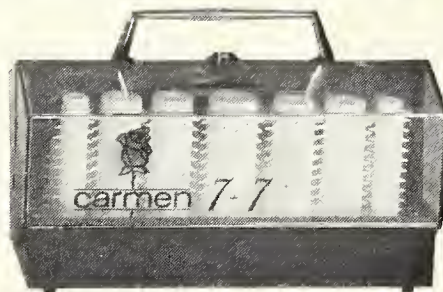
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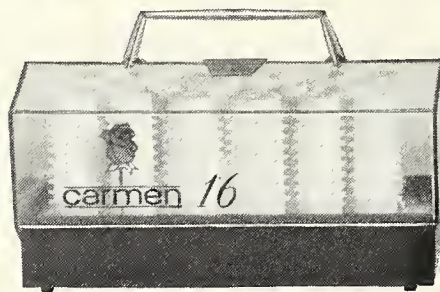
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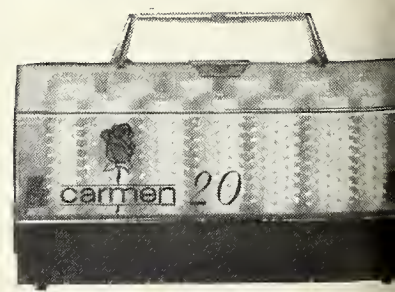
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Specify **'Wellcome'** brand Insulins



Burroughs Wellcome & Co. (The Wellcome Foundation Ltd.) Dartford, Kent

	Trade	Tax	Retail
Cyclax (341 Cyclax) astringent eye cream	5 11ea	3 2ea	12 6
	7 10ea	4 2ea	16 6
beauty pressed refill cleansing cream	5 6ea	2 11ea	11 6
	8 4ea	4 5ea	17 6
lotion	14 1ea	7 6ea	29 6
	7 10ea	4 2ea	16 6
	11 11ea	6 4ea	25 0
Contorfilm	20 4ea	10 9ea	42 6
day lotion	13 1ea	6 11ea	27 6
Eternal Spring cream	6 11ea	3 8ea	14 6
	13 1ea	6 11ea	27 6
	20 4ea	10 9ea	42 6
every occasion foundation	7 10ea	4 2ea	16 6
eye lina block	5 11ea	3 2ea	12 6
eye lina and lip brush	4 1ea	2 2ea	8 6
eye shadow brushon	5 11ea	3 2ea	12 6
trio	7 7ea	4 0ea	15 9
face powder	8 10ea	4 8ea	18 6
translucent	10 2ea	5 5ea	21 0
flower balm	8 10ea	4 8ea	18 6
	13 4ea	7 1ea	28 0
foundation cream	6 11ea	3 8ea	14 6
Gay Chiffon			
bath cubes	4 9ea	2 7ea	9 9
bath powder	8 10ea	4 8ea	18 6
round	6 10ea	3 7ea	14 3
hand lotion	5 9ea	2 8ea	10 6
	6 10ea	3 7ea	14 3
perfume	13 1ea	6 11ea	27 6
skin perfume	5 11ea	3 2ea	12 6
	8 10ea	4 8ea	18 6
soap bath (3)	8 3ea	2 11ea	15 9
palm	5 4ea	1 11ea	10 0
Glamotint	6 11ea	3 8ea	14 6
Joie de Vivre			
bath cubes	4 9ea	2 7ea	9 9
bath powder	8 10ea	4 8ea	18 6
with puff	11 8ea	6 2ea	24 6
bath salts	8 0ea	4 3ea	16 9
hand lotion	5 11ea	3 2ea	12 6
skin perfume	11 11ea	6 4ea	25 0
spray mist	11 2ea	5 11ea	23 6
soap bath (1)	2 9ea	1 11ea	5 3
palm (3)	5 4ea	1 11ea	10 0
milk of roses	6 11ea	3 8ea	14 6
	9 5ea	5 0ea	19 9
	14 9ea	7 10ea	31 0
moistura	13 1ea	6 11ea	27 6
Neo Juven			
day eye cream	20 8ea	11 0ea	42 6
Nuit d'Or			
bath cubes	4 9ea	2 7ea	9 9
bath powder	8 10ea	4 8ea	18 6
	10 3ea	5 5ea	21 6
body lotion	10 3ea	5 5ea	21 6
hair spray	8 0ea	4 3ea	16 9
hand lotion	5 11ea	3 2ea	12 6
skin perfume	11 11ea	6 4ea	25 0
fluted spray	14 2ea	7 4ea	29 6
spray mist	11 2ea	5 11ea	23 6
soap bath (1)	2 9ea	1 11ea	5 3
palm (3)	5 4ea	1 11ea	10 0
open pore lotion	6 11ea	3 8ea	14 6
rouge (brush on)	10 10ea	5 9ea	22 6
Sandalwood			
bath powder	6 10ea	3 7ea	14 3
salts	18 0ea	4 3ea	16 9
body lotion	0 3ea	5 5ea	21 6
hand lotion	5 9ea	2 8ea	10 6
skin perfume	8 10ea	4 8ea	18 6
soap bath (1)	2 9ea	1 11ea	5 3
palm (3)	5 4ea	1 11ea	10 0
skin food			
"O" and Baby	6 11ea	3 8ea	14 6
extra nourishing	9 4ea	4 11ea	19 6
	16 0ea	8 6ea	33 6
	27 4ea	14 6ea	57 6
skin soap (3)	9 0ea	3 2ea	16 6
skin tonic	6 11ea	3 8ea	14 6
	10 3ea	5 5ea	21 6
	17 2ea	9 1ea	36 0
three steps to beauty	16 3ea	8 1ea	33 0
twenty minute mask	6 11ea	3 8ea	14 6
for men			
tonic hair lotion	8 0ea	4 3ea	16 9
poly	5 11ea	3 2ea	12 6
Dol-tocol (113 Bencard)			
Delagar (366 DR & A) existing entry			
Delagar (810 Maw)			
bath pearls	45 6	25 0	7 9
Dellipoids (853 Modkem)			
D5 rheumatism	60 30 0	11 0	—
D6 analgesic	100 40 0	14 8	—
D16 bronchial†	100 50 0	17 6	—
D17 asthma†	100 75 0	26 8	—
D22 back & kidney	50 20 0	—	—
	100 35 0	—	—
	250 7 6ea	—	—
	500 14 0ea	—	—
	1000 26 6ea	—	—
D13 stilboestrol			
Dethmor (506 Gerhardt) existing entry			
Dethmor (506 Gerhardt)			
5 concentrate	4oz 36 0	—	5 0
	1 lb 104 6	—	14 6
	7 lb 44 0ea	—	73 6
	28 lb 160 0ea	—	266 0
	56 lb 294 0ea	—	490 0

	Trade	Tax	Retail
plus bait	1 lb 28 9	—	4 0
	3 lb 63 0	—	8 9
	7 lb 126 0	—	17 6
	28 lb 28 9ea	—	48 0
	56 lb 57 0ea	—	95 0
Del Sol (121 Bibby)			
olive oil	5oz 21 1	—	2 3
Diamox (746 Lederle) sodium parenteral	500mg 26 8ea	—	40 0
Dianimol (1023 Radiol) syrup	1oz 20 0	7 4	2 11
	2oz 30 0	11 0	4 5
Dibencil (649 ICI)			
Dimyrit (1530 Fisons) pastilles†			
Dixcel (184 Bronco)			
Dixcel (189 BT)			
Doity (122 Bickiepegs) cups	27 7	3 8	3 9
Domestos (382 Domestos) giant	25 8	—	2 6
Dop (525 Golden) shampoo large	46 4	17 0	7 0
Dormel (1426 UN) feeders	—	—	2 6
teats	—	—	10
Drenison (413 Lilly) existing entry			
Drenison (413 Lilly) TS cream	15g 9 3ea	—	13 11
with neomycin	15g 9 11ea	—	14 11
ointment	15g 9 3ea	—	13 11
with neomycin	15g 9 11ea	—	14 11
Drury's (389 Drury)			
Drury's (246 Chambers)			
Dunlop (396 DC) hot water bottles			
Colslime	76 0	—	9 6
Cosimax	29 1ea	—	37 4
Deep Sleep	24 3ea	—	31 4
Flag	69 0	—	8 8
Golliwog	90 0	—	11 3
Quiltee	105 0	—	13 2
Renown	81 0	—	10 2
Symbol	64 0	—	8 0
house gloves			
Manicare	42 0	5 4	5 9
Duobac (1413 P & S) TS Duphalac (324 Crookes) syrup	200ml 17 8ea	—	26 6
	21 159 0ea	—	—
Durex (774 LR) diaphragms flat spring	96 0	—	—
coil spring	—	—	—
Eade's (67 Ashe) ts4B pills	60 65 7	23 5	10 0
	120 101 0	36 0	15 0
Easifix (1160 Solport) finger stalls leather small	10 0	—	1 3
med.	10 6	—	1 4
large	11 0	—	1 5
ex. large	11 9	—	1 6
ex. ex. large	12 9	—	1 7
Eau Neuve (Lubin (957 Perl))			
	309 15 3ea	8 0ea	32 6
	310 24 6ea	13 0ea	52 6
	311 37 3ea	19 9ea	79 6
atomiser	320 27 9ea	14 9ea	59 6
Effer-C (312 AC) tablets	10 39 0	—	5 6
Ekco (411 Ekco) existing entry			
Ekco (411 Ekco) overblankets electric			
Princess single	—	—	239 6
double	—	—	290 0
twin	—	—	334 6
underblankets electric			
Daphne double	—	—	158 0
Delia double	—	—	111 11
Delilah double	—	—	139 6
Juno single	—	—	86 8
Sabrina single	—	—	117 4
Sophia single	—	—	109 6
Super Sylvia single	—	—	152 6
Super Deana double	—	—	187 6
Ellimans (414 Ellimans) existing entry			
Ellimans (414 Ellimans) (distributors 104 BP) royal embrocation	4oz 28 4	10 2	4 0
universal embrocation	2 1/2oz 20 8	7 5	3 0
	4oz 28 4	10 2	4 0
Elsan Blue (418 E)† 8 charges	58 6	—	6 6
16 charges	92 2	—	10 3
32 charges	148 6	—	16 6
Emko (506 Gerhardt) (distributors 430 Eucryl) (distributors 366 DR & A) Energen (421 Energen) Energen (1114 SEF) Entacyl (179 BDH) suspension	150ml		
Erycen (117 BPL) tablets	500 294 0ea	—	144 0
Erytex (211 Butler) ointment	500g 96 0	—	12 0
	1 lb —	—	—

	Trade	Tax	Retail
Escapade (1131 Shulton) bath foam	63 6	34 1	11 0
bath oil foaming	92 9	33 2	14 9
body lotion	46 3	24 0	8 0
Cologne	70 9	37 11	12 3
skin fragrance	60 8	32 6	10 6
splash Cologne	70 9	37 11	12 3
talcum	36 1	19 4	6 3
Eskacillin (1153 SKF) T 100 100ml	80 0	—	10 0
200 100ml	98 0	—	12 3
old packs	—	—	—
sulpha 100 and 200	—	—	—
Eskornade (1153 SKF) ts7 syrup	150ml 72 0	—	9 0
	4oz —	—	—
Esoban (1166 Southon) ointment	1 1/2 lb 18 3ea	—	—
Esopce (261 Christy)			
Ethisan (428 Ethica) 100ml	25 8	9 5	4 0
	21 21 9ea	—	—
	3oz —	—	—
Evan Williams (437 EW) Evan Williams (1188 Steiner) shampoos			
Evans (436 Evans) piglet anaemia paste 1oz	29 6	10 10	—
Eve (888 Newey) hairgrips	5 3	1 11	10
Eylure (443 Eylure) cosmetic brushes			
blending brush	48 10	17 11	7 9
eyeliner brush	26 9	9 10	4 3
Facemakers	135 0	74 0	23 6
lipbrush	33 1	12 1	5 3
shadow applicator	25 2	9 3	4 0
shadow brush	31 6	11 6	5 0
cosmetic sponge	22 0	8 1	3 6
lipsticks	55 1	30 3	9 7
nail polishes	40 6	22 3	6 11
Farleys (448 Farleys) baby dinners and sweets			
vegetables and beef,			
vegetables beef and			
bone, vegetables			
chicken and tomato			
1 1/2oz	12 3	—	1 4
apples and rice, apricot			
pudding, orange and			
lemon pudding, straw-			
berry sweet	2oz 12 3	—	1 4
Felix (455 Felix) cat food	—	—	1 9
Fernico (333 Cupal)	26 3	—	3 9
Fete (Molyneux (194 Bronnley)) poudre parfume	—	—	65 0
Fille d'Eve (963 PNR) existing entry			
Fille d'Eve (936 PNR) perfume	F90 26 7ea	14 3ea	55 6
	F81 34 6ea	18 6ea	72 0
	F88 46 7ea	25 0ea	96 9
	F31 74 0ea	39 8ea	153 6
	F21 127 0ea	68 1ea	264 0
de luxe	F33 89 1ea	47 9ea	185 0
toilet water	F7 20 6ea	11 0ea	42 6
	F6 32 10ea	17 7ea	68 3
	F5 52 0ea	27 11ea	108 3
Flex (1052 Revlon) hair conditioner	0288 —	—	17 6
Freesia (1355 Yardley) perfume	1891 79 0	43 6	13 6
perfumed Cologne	1884 73 0	40 2	12 6
Fresh'n Dainty (506 Gerhardt) (distributors 430 Eucryl) (distributors 366 DR & A)			
Froty (127 Bioglan) tablets	100 30 0	—	3 6
	1000 20 0ea	—	30 0
Furacin (1153 SKF) solution	500ml 28 6ea	—	42 9
	16oz —	—	—
Furadantin (1153 SKF) suspension	150ml 96 0	—	12 0
	21 92 0ea	—	138 0
	4oz and 8oz —	—	—
Furoxone (1153 SKF) suspension	300ml 99 0	36 4	15 5
	8oz —	—	—
Gastrinol (956 Peptinol) † DDI (distributors 1545 Vestric)	12 5ea	4 7ea	20 6
Germaine Monteil (1486 GM) gel rouge	—	—	35 0
lip glints	—	—	20 5
Gerovital H3 (1599 TTC) † tablets	25 18 4ea	—	27 6
Gin-Fizz (Lubin (957 Perl)) eau de toilette	689 13 9ea	7 6ea	29 6
	690 23 0ea	12 3ea	49 0
	691 35 3ea	18 9ea	75 6
atomiser	599 18 6ea	9 9ea	39 6
	600 26 9ea	14 3ea	57 6
perfume	639 16 9ea	9 0ea	36 0
	649 29 6ea	15 9ea	63 0
	650 48 3ea	25 6ea	103 0
	651 76 6ea	40 6ea	163 0

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Glaxo (518 Glaxo)				Isomat-Rapid (16 AGL) existing entry				D	atomiser	B106	39 6ea 21 2ea 82 0
vaccines				Isomat-Rapid (16 AGL)				I	B107	26 10ea 14 5ea 55 9	
diphtheria tetanus F.T.				camera	165	2ea 77 3ea 331 4			refill	B117	20 11ea 11 3ea 43 6
diphtheria tetanus				outfit small	186	10ea 87 4ea 374 9			airomatic spray	B75	32 10ea 17 7ea 68 6
poliomyelitis inactivated				large	211	4ea 98 10ea 424 0			refill	B175	21 0ea 11 3ea 43 9
poliomyelitis inactivated				camera C	209	3ea 115 1ea 437 0			Lancome (726 Lancome)		
tetanus F.T.				case	29	7ea 16 3ea 61 9			O de Lancome	2oz	— — — 37 6
Glenrol (184 Bronco)				Iso-Pak (16 AGL)				I	4oz	— — — 67 6	
Glenrol (189 BT)				flash gun	21	11ea 12 1ea 45 10			8oz	— — — 105 0	
Glycinello (664 J5 & C)				Iso-Rapid (16 AGL) existing entry				D	10cc	— — — 19 6	
Glycinello (49 Aneson)				Iso-Rapid (16 AGL)				I	2oz	— — — 42 6	
Guanor (1089 RPD)†				camera I	30	7ea 16 10ea 63 11			Lavato (184 Bronco)		
expectorant	21	22 0ea	—	outfit without flash	34	7ea 19 0ea 72 2			Lavato (189 BT)		
Gucki (16 AGL) existing entry				with flash	68	6ea 37 8ea 143 1			Lem-Sip (1037 Reckitt)		
Gucki (16 AGL)				camera C	62	10ea 34 7ea 131 3			cold remedy	27 5	9 4 3 11
35mm viewer	6	0ea 3 4ea 12 7 1		outfit	69	9ea 38 4ea 145 9			Leucovorin (746 Lederle)		
Haematrix (810 Maw)				outfit IC	60	0ea 33 0ea 124 4			ampoules 3mg/ml	6	38 4ea — 57 6
ointment	22 4	8 2 3 6		autotest	74	5ea 40 11ea 155 5			Love Pat (1052 Revlon)		
suppositories	41 0	15 0 6 3		lady set IC	78	3ea 43 0ea 163 4			extra moist compact	0884	— — — 18 0
Halmagon (801 MP)				C	89	3ea 49 1ea 186 5			refill	5416	— — — 8 9
38 6	14 2 5 7			Jabad (664 J5 & C)				D	tortoise tone fashion case	3275	— — — 9 6
115 0	42 2 16 3			Jabad (49 Aneson)				I	white fashion case	3274	— — — 9 6
Happy Face (1242 Toni)				Jeyes (671 Jeyes) existing entry				I	demi-tasse refill	0671	— — — 11 0
facial washing cream				Jeyes (671 Jeyes)					patrician compact refill	0613	— — — 7 6
tube	25 5	8 10 4 6		air freshener blocks	23 5	— 10			petite compact refill	0656	— — — 7 0
Hedges (590 Hedges) existing entry				fluid‡	7oz	15 8 — 1 8			Luma (801 MP)		
Hedges (590 Hedges)				20oz	26 11	— 2 11			compound	trial	19 6 7 2 3 0
260 snuff	21 6	— 2 2		40oz	49 4	— 5 4			medium	42 6 15 7 6 6	
	45 6	— 4 5		1gal	13 0ea	— 16 6			large	51 9 19 0 8 0	
	87 0	— 8 3		5gal	56 3ea	— 68 3			family	66 6 24 5 10 6	
Helena Rubinstein (596 HR)				680g	17 0	— 1 9			cubes	47 6 17 5 9	
illumination				Freshbin powder					(1 gross)	(1 gross)	
luminator	—	— 45 0		toilet flats	37 0	— 1 5			Luminal (97 Bayer)		
souffle stick	—	— 47 6		soft single	(3 doz.)	— — — 2 6			elixir		
Hi and Dry (1052 Revlon)				double	33 10	— 2 6			Lusty's (781 Lusty)		
roll on deodorant 5109	—	— 11 0		babysoft single	(1½ doz.)	— — — 1 0			kelp powder	4oz	24 0 — 3 0
Hill's (605 Hill's) †DDI				double	26 7	— 1 0			8oz	38 0 — 4 9	
bronchial balsam 100ml	30 0	11 0 4 5		manilla single	(3 doz.)	— — — 1 5			150	32 0 — 4 0	
200ml	50 0	18 4 7 4		double	37 0	— 1 5			500	80 0 — 10 0	
Histofax (208 BW)				toilet rolls	(3 doz.)	— — — 2 6			1000	13 0ea — 19 0	
cream	17.5g	20 0 7 4 3 1		babysoft twin	(1½ doz.)	— — — 1 4			tablets malted	100	27 0 — 3 4
Histron (1367 R & B)				manilla	36 2	— 1 4			250	53 0 — 6 8	
25g	18 0	6 7 2 10		toilet fittings	(3 doz.)	— — — 2 6			750	12 6ea — 18 9	
50g	30 0	11 0 4 8		plastic	22 4	2 0 2 6			capsules	24 24 0 — 3 0	
75g	42 0	15 5 6 6		porcelain white	106 8	12 0 12 6			84	66 0 — 8 3	
Homyped (1169 G5 & 5)				coloured	12 9ea	1 9ea 18 4			Lydrin (211 Butler)		
Homyped (49 Aneson)				Jeypine (671 Jeyes)					500ml	138 0 — 16 0	
distributors 1545 Vestric				disinfectant	5gal	58 4ea — —			21	40 0ea — 60 0	
Ibcol (671 Jeyes)				Justine (Feraud 480 FP)					16oz and 80oz	— — — —	
disinfectant extra	5gal	58 4ea — —		perfume	—	— — 32 6			Mademoiselle Ricci (936 PNR) existing entry		
Ibcolitz (673 JofH)				Kaykill (683 Kay) existing entry					Mademoiselle Ricci (936 PNR)		
ashgun 6	—	— — — —		Kaykill (1068 Roberts)					creme parfume	CE3	12 0ea 6 5ea 25 0
LD	—	— — — —		rodenticide	3½oz	11 5 — 1 6			perfume leger	E110	28 0ea 15 0ea 58 6
M	—	— — — —		12oz	29 3 — 3 9				soap	SE1	13 9ea 4 11ea 26 6
ashgun A	—	— — — —		Kemithal (649 ICI)					talcum	TE3	11 4ea 6 1ea 23 3
C	—	— — — —		Kemoform (853 Modkem)					toilet water	E7	18 9ea 10 1ea 39 0
D	—	— — — —		balsam of aniseed	50ml	13 6 4 8 —			E6	30 9ea 16 6ea 64 3	
Kophot (673 JofH)				3oz	— — — —				E5	50 6ea 27 1ea 104 9	
exposure meter 5	—	— — 225 5		Keybells (563 Hampshire)					atomiser	E107	26 7ea 14 3ea 55 3
CD	—	— 450 9		Keybells (1068 Roberts)					refill	E75	32 10ea 17 7ea 68 6
Koskop (673 JofH)				Kolynos (655 ICC)					E175	22 7ea 12 1ea 47 0	
slide viewer	—	— — — —		denture fixative	22 6	— 2 6			Ma Griffe (1469 PC) existing entry		
microscope attachment	—	— — — —			37 6	— 4 2			Ma Griffe (1469 PC)		
Ilford (645 Ilford)				Lactate-Ringers (413 Lilly)					bath oil	4843	28 11ea 15 6ea 60 0
cameras				solution ampoules	25	200 0ea — 300 0			Cologne	2oz	8028 16 10ea 9 0ea 35 0
Compact outfit	37	9ea 20 9ea 77 5		L'Air du Temps (936 PNR) existing entry					4oz	8029 27 8ea 14 10ea 57 6	
Universal 50C	38	5ea 21 2ea 78 10		L'Air du Temps (936 PNR)					8oz	8030 48 2ea 25 10ea 100 0	
outfit	50	4ea 27 8ea 99 8		creme parfume	CB3	12 0ea 6 5ea 25 0			14oz	8031 86 9ea 46 6ea 180 0	
Universal Flash	40	0ea 22 0ea 82 0		dusting powder	TB1	30 4ea 16 3ea 63 0			26oz	8032 135 9ea 72 10ea 282 0	
outfit	51	7ea 28 4ea 100 11		refill	TB2	17 11ea 9 7ea 37 3			spray	8022 28 11ea 15 6ea 60 0	
Lotycin (413 Lilly) T5				perfume	B90	26 7ea 14 3ea 55 3			dusting powder	4810 20 3ea 10 10ea 42 0	
tablets 250mg	100	62 0ea — 93 0			B81	34 6ea 18 6ea 72 0			perfume cream	4804 14 5ea 7 9ea 30 0	
	500	301 6ea — 452 6			B88	46 7ea 25 0ea 96 9			mousse douce	4829 13 2ea 4 8ea 25 0	
	1000	591 3ea — 886 11			B31	74 0ea 39 8ea 153 6			perfume	8040 20 3ea 10 10ea 42 0	
	5000	2895 0ea — 4342 6			B21	127 0ea 68 1ea 264 0				8042 24 4ea 13 1ea 50 6	
ndal Finnish Sauna (961 EGP)					B33	89 1ea 47 9ea 185 0				8044 31 3ea 16 9ea 65 0	
bubble bath	21	0 7 9 3 0			B30	163 6ea 87 8ea 339 9				8045 40 5ea 21 8ea 84 0	
bottle 5oz	6	6ea 2 5ea 13 0			B240	48 6ea 26 0ea 101 0				8000 60 3ea 32 4ea 125 0	
hair conditioner	18	6 10 2 3 0			B141	25 0ea 13 5ea 52 0				8046 74 6ea 39 11ea 155 0	
sachets (2)	7	1ea 3 11ea 16 0			PB1	14 2ea 7 7ea 29 6				8001 86 9ea 46 6ea 180 0	
bottle 5oz	21	0 7 9 3 0			SB1	13 9ea 4 11ea 26 3				8002 137 0ea 73 6ea 285 0	
sachets (2)	22	6 8 3 3 6			MB3	16 9ea 6 0ea 31 9				8003 211 7ea 113 6ea 440 0	
bottle 30cc	22	6 6ea 2 5ea 13 0			TB3	11 4ea 6 1ea 23 6				8074 43 4ea 23 3ea 90 0	
6oz	35	0 12 10 5 6			B7	20 6ea 11 0ea 42 6				8075 40 5ea 21 8ea 84 0	
4½oz	8	9ea 3 3ea 16 6			B6	32 10ea 17 7ea 68 3				4851B 6 1ea 2 2ea 11 0	
presentation drum	20	1ea 8 9ea 42 0			B5	52 0ea 27 11ea 108 3				4856 8 10ea 3 2ea 16 0	
nfraphil (977 FE)										4811 9 7ea 5 2ea 20 0	
health lamp	KL7500	86 3ea — 115 0								8728 24 1ea 12 11ea 50 0	

		Trade	Tax	Retail			
	1950	50	6ea	26	9ea	108	0
	1951	78	9ea	41	9ea	168	0
Old Spice (1131 Shulton)							
Burley Cologne	3120	130	0	69	9	22	6
talcum	3140	95	5	52	6	16	6
hair cream	3139	56	3	30	11	9	9
deodorant stick	3880	51	0	27	8	9	9
stick-lime	3587	56	10	30	6	10	9
Olygo-Maigril (664 J5 & C)							
Olygo-Maigril (49 Aneson)							
Optima (16 AGL)							
camera Rapid 125C		274	5ea	150	11ea	620	0
125V		—	—	—	—	—	—
camera 500SN		—	—	—	—	—	—
Or-Lem (918 Or-Lem)							
low calorie blackcurrant							
drink 26oz		—	—	—	—	2	9
Sun Real whole orange							
or lemon		—	—	—	—	2	2
Otopred (776 JML) T5							
ear drops 3ml		5	6ea	—	—	8	3
Otoseptil (878 Napp) T5							
ear drops 8ml		11	6ea	—	—	15	4
Owbridges (925 Owbridge)							
(distributors 1545 Vestric)							
Owbridges (917 Organon)							
Oxycel (938 PD)							
pad		11	0ea	—	—	16	6
Paldona (1089 RPD) †s4B							
tablets 50		10	0ea	—	—	—	—
500		90	0ea	—	—	—	—
Parstelin (1153 SKF)							
elixir		—	—	—	—	—	—
Pathibamate—200 (746 Lederle)							
Pedicare (1535 Phillips)							
insocks ladies	pr	28	9	3	10	3	11
men's	pr	33	1	4	4½	4	6
Phensic (104 BP)							
tablets 100		66	5	24	4	9	2
Philips (977 PE) existing entry							
Philips (977 PE)							
electric blankets							
3-heat single	HL2216	87	0ea	31	1ea	147	0
double	HL2226	106	2ea	38	0ea	179	6
dual control	HL2236	128	7ea	46	1ea	217	6
family single	HL2215	62	1ea	22	3ea	105	0
double	HL2225	74	6ea	26	8ea	126	0
health lamp combined	HP3108	151	6ea	54	5ea	257	0
infra-red bulbs	13379F/3F	26	3ea	9	7ea	44	7
hair clippers	HP2501	58	2ea	—	—	77	6
hair curler set	HP4404	118	0ea	42	3ea	199	6
hair dryer's							
compact	HP4301	101	4ea	36	3ea	171	4
ensemble	HP4110	66	6ea	23	10ea	112	6
hose and hood	HP4902	30	2ea	10	10ea	51	1
hand	HP4109	54	9ea	19	7ea	92	6
hood	HP4606	105	7ea	37	9ea	178	6
floor stand	HP4909	30	8ea	4	2ea	45	0
shavers							
Flip Top	HP1103	87	0ea	31	1ea	147	0
Ladyshave	HP2110	46	11ea	16	11ea	79	6
Philishave 3 de luxe	HP1112	118	0ea	42	3ea	199	6
special	HP1109	99	4ea	35	7ea	168	0
rechargeable	HP1302	202	8ea	72	5ea	342	7
Traveller cordless	HP1203	74	6ea	26	8ea	126	0
Phosferine (1082 RKO)							
tonic wine ½ bott.		161	6	—	—	8	11
(2 doz)		151	9	—	—	17	0
bott.		151	9	—	—	17	0
Pied Piper (506 Gerhardt)							
for mice 10 9		19	9	—	—	1	6
		19	9	—	—	2	9
Pierre Cardin (1131 Shulton) existing entry							
Pierre Cardin (1131 Shulton)							
eau de toilette 2oz		22	10ea	12	3ea	47	6
4oz		38	6ea	20	8ea	80	0
8oz		57	10ea	31	0ea	120	0
perfume ½ oz		31	3ea	16	9ea	65	0
¾ oz		57	10ea	31	0ea	120	0
1oz		86	9ea	46	6ea	180	0
Blue Marine							
eau de toilette 2oz		20	3ea	10	10ea	42	0
4oz		31	3ea	16	9ea	65	0
8oz		50	7ea	27	2ea	105	0
Pifco (983 Pifco)							
facial sauna	1560	74	6ea	26	8ea	126	0
hair dryers							
Go-Girl 1170		51	9ea	18	6ea	87	6
trio 1970		58	10ea	21	0ea	99	6
Princess 1060		57	8ea	20	7ea	97	6
ensemble 1960		90	2ea	32	3ea	152	6
beauty outfit 1962		81	4ea	29	1ea	137	6
Queen curl roller set 1555		118	0ea	42	2ea	199	6
infra-red lamp 1027		—	—	—	—	—	—
Prince shaver 1127		—	—	—	—	—	—
Polaroid (989 Polaroid)							
ski-goggles 52		8ea	—	—	—	79	0

	Trade	Tax	Retail
y (721 LC)			
dye reducer	44 6	24 6	7 6
ybactrin (218 Calmic)			
cream 15g	—	—	D
ycolour (721 LC)†	41 0	22 7	6 11
ylock (721 LC)	65 10	36 3	11 0
yset (721 LC)			
bottle 70cc	28 3	15 6	4 9
ytint (721 LC)†	47 0	25 10	7 11
zia (1160 Solport)			
balances D54	84 0	—	10 6
fit D60	144 0	—	18 0
tic pencils	15 0	—	1 11
bath plastic	4 0	6	7
brush B518	27 0	9 11	4 0
B519	20 0	7 4	3 2
ic nipple shields	9 0	—	1 2
ice stone (mouse)	12 4	6 10	2 1
k	9 8	5 6	1 8
ic pencils			
ded 3" D1660C	4 0	1 6	8
2" D1663C	6 0	2 2	11
r un Homme (1071 Robins)			
m 120g	9 6ea	5 3ea	19 6
Plus (67 Ashe)			
ts 18	22 0	—	2 9
(1052 Revlon)			
shave	—	—	39 6
m	—	—	39 6
gne	—	—	49 6
ay	—	—	59 6
lorant Cologne spray	—	—	29 6
k	—	—	21 0
on Tap	—	—	147 0
m powder keg	—	—	27 6
X. (810 Maw)			
ic mender 865-00	30 0	—	3 9
ian (1023 Radiol)			
salts 450g	34 0	12 5	5 0
3kg	16 6ea	6 0ea	29 0
6kg	30 0ea	11 0ea	53 0
packs	—	—	D
plast (1305 WB)			
ages			
2in	34 0	—	3 10
3in	46 0	—	5 2
4in	58 0	—	6 5
6in	81 0	—	9 0
ble length			
3in	83 0	—	9 3
4in	107 0	—	11 10
6in	153 0	—	17 0
Ring (333 Cupal)			
e paste 2oz	16 4	5 4	2 6
lella (333 Cupal)			
ive tablets			
on 30	18 9	6 2	2 11
12	9 11	3 4	1 8
36	18 9	6 2	2 11
ington (1044 R)			
ers			
de luxe	91 2ea	33 9ea	159 6
battery model	72 0ea	26 8ea	126 0
ctric 300	141 7ea	50 8ea	239 6
ectronic 800	200 9ea	71 10ea	339 6
Sapphire	111 9ea	40 0ea	189 0
on (1052 Revlon)			
eron 0201	—	—	8 0
ti-perspirant 0724	—	—	17 9
umarine			
sting powder 0429	—	—	31 6
u de toilette 0496	—	—	32 6
odorant 0882	—	—	11 0
lk bath 0324	—	—	37 6
ampoo	—	—	11 6
dsilk 3671	—	—	20 6
ush on refill 5755	—	—	10 6
0755	—	—	10 0
ze Lustre			
stick 0466	—	—	12 6
cle			
mover cream 0241	—	—	10 0
akers a la carte			
sh on mascara			
fills 5018	—	—	12 0
e eyeliner 5086	—	—	13 0
e mascara 2206	—	—	10 6
fills 2210	—	—	6 0
liner pencil 0321	—	—	9 6
make-up			
mover pads 5123	—	—	11 6
shadow stick 5021	—	—	13 0
shadow brush 0375	—	—	12 0
velvet 5025	—	—	14 6
line eyebrow pencil			
fill 0380	—	—	5 0
id eyeliner 5022	—	—	12 6
gleamers 5366	—	—	29 6
powder 0621	—	—	14 6
ted prolite 0222	—	—	10 0
tick frosted			
nslucent 5171	—	—	11 6
brush 0529	—	—	19 6
cream 0301	—	—	9 0
amel, regular 0101	—	—	8 0
alescent 0871	—	—	11 6
nslucent 0103	—	—	D
stalline 0204	—	—	11 6
smudge remover			
5009	—	—	7 3

	Trade	Tax	Retail
quick dry	0487	—	17 6
Renaissance			
Build-up	5077	—	17 0
5078	—	—	27 6
Clean & Clear			
extra dry	5197	—	25 0
regular	5048	—	20 6
for dry skin	5197	—	24 3
Eterna 27 cream	5041	—	54 0
0197	—	—	95 0
0198	—	—	165 0
eye cream	5179	—	24 0
foundation	5122	—	37 6
throat cream	5178	—	54 0
Liquid Asset	5075	—	17 0
Moon Drops			
balm	5068	—	15 6
5069	—	—	24 0
5262	—	—	43 6
bath collection			
bath powder cake	4578	—	49 6
eau de parfum	4589	—	47 6
milk bath powdered	4577	—	49 6
demi make-up			
face powder	—	—	29 6
flowing creme	—	—	25 6
pressed powder	—	—	12 6
refill	—	—	—
translucent brow	—	—	26 0
colour	—	—	—
translucent brow	—	—	26 0
lightener	—	—	—
translucent	—	—	—
lengthening	—	—	—
mascara	—	—	26 0
translucent liquid	—	—	13 0
eyeliner brush	—	—	—
emollient cleansing			
cream 5062	—	—	18 0
facial freshener	5053	—	16 6
5073	—	—	26 0
facial mask	(6)	—	33 6
lipstick	5188	—	11 6
moisture cleanser			
5045	—	—	15 0
5074	—	—	21 0
night cream	5044	—	18 0
5063	—	—	27 6
5255	—	—	44 6
treatment hand cream			
5149	—	—	12 6
under make-up	5670	—	15 6
moisture base	5071	—	24 0
5264	—	—	43 6
Silicare medicated	0392	—	16 6
0431	—	—	D
solvent	0427	—	5 6
Super Nail	0432	—	15 0
Supersealer	0228	—	10 0
Z.P.11 hairdressing	5159	—	12 6
shampoo	5158	—	16 6
manicure implements			
emery boards (12) 2333	—	—	5 6
Rexall (1053 Rexall)			
blood purifier	—	—	D
hand cream aerosol	—	—	D
shampoo aerosol	—	—	D
zinc and castor oil	—	—	D
Ricotiv (211 Butler) †			
500ml	96 0	—	12 0
21	43 6ea	—	65 3
16oz and 80oz	—	—	D
Rimactane (262 CIBA) TS			
capsules 150mg	25 84 0ea	—	126 0
100	305 7ea	—	458 5
300mg	25 168 0ea	—	252 0
100	611 2ea	—	916 9
old packs	—	—	D
Rimmel (1063 Rimmel)			
eye make-up cabinet	109 5	51 10	18 0
violet oatmeal drum	34 4	18 5	5 10
Rinoxin (506 Gerhardt) existing entry			D
Rinoxin (506 Gerhardt)			I
concentrate	4oz	46 9	6 6
1 lb	133 3	—	18 6
7 lb	66 0ea	—	110 0
28 lb	240 0ea	—	400 0
56 lb	471 0ea	—	785 0
readimix			
1 lb	36 0	—	5 0
3 lb	79 3	—	11 0
7 lb	13 3ea	—	22 0
28 lb	43 3ea	—	72 0
56 lb	81 0ea	—	135 0
Robe d'un Soir (1469 PC) existing entry			D
Robe d'un Soir (1469 PC)			I
bath oil	4943	32 6ea	17 5ea
4943	20 3ea	10 10ea	42 0
Cologne	9028	36 1ea	19 4ea
9029	55 4ea	29 8ea	115 0
9030	33 8ea	18 1ea	70 0
spray 9022	22 10ea	12 3ea	47 6
dusting powder	4904	18 1ea	9 8ea
4904	51 0ea	48 10ea	189 0
9045	50 7ea	27 2ea	105 0
9046	32 6ea	17 5ea	67 6
9044	36 1ea	19 4ea	75 0
9000	70 10ea	38 0ea	147 0
9001	101 2ea	54 3ea	210 0

	Trade	Tax	Retail
9002	161 11ea	86 10ea	336 0
9003	250 0ea	134 1ea	520 0
9040	27 8ea	14 10ea	57 6
atomisers	9074	43 4ea	23 3ea
9075	40 5ea	21 8ea	84 0
talcum powder	4911	11 4ea	6 1ea
toilet perfume	9728	28 11ea	15 6ea
9729	48 2ea	25 10ea	100 0
9730	77 1ea	41 4ea	160 0
atomisers	9025	24 4ea	13 1ea
9026	50 7ea	27 2ea	105 0
Roger & Gallet 1076 (R & G) existing entry			D
Roger & Gallet (1076 R & G)			I
bath cubes (6)	—	—	10 0
bath essence	—	—	15 0
bath oil	—	—	15 0
Cologne black label	1066	—	7 0
1000	—	—	12 0
1016	—	—	21 0
1017	—	—	41 0
1018	—	—	77 0
extra old	1190	—	9 0
1001	—	—	15 0
1002	—	—	26 0
1003	—	—	54 0
6047	—	—	28 0
lip-aide	—	—	3 6
soap guest size			
assorted, carnation,	—	—	12 0
sandalwood (6)	—	—	—
soap toilet size			
J.M.F. Cologne,	—	—	—
fougere, tea rose,	—	—	—
lavender, carnation,	—	—	—
muguet, violet	—	—	6 0
sandalwood	—	—	7 0
soap bath size			
J.M.F. Cologne,	—	—	10 0
fougere, tea rose,	—	—	12 6
lavender, carnation	—	—	12 0
sandalwood	—	—	—
talcum	—	—	12 0
tonic foam bath (pine)			
10 bath	—	—	14 0
20 bath	—	—	24 0
men's range			
after shave lotion	5067	—	23 0
5068	—	—	32 0
deodorant spray	1104	—	25 0
pre-shave lotion	5062	—	25 0
toilet water	5057	—	30 0
5058	—	—	50 0
Rosyl (644 JS & C)			D
Rosyl (49 Aneson)			I
Rub-a-Dub (1160 Solport) existing entry			D
Rub-a-Dub (1160 Solport)			I
bath gloves			
loofah and turco	50 0	6 8	6 8
loofah both sides	73 6	26 4	11 6
Sanatogen (1530 Fisons)			
selected multivitamins 45	89 3	—	9 11
Sanoid (339 CG)			
baby powder	114g	16 7	6 1
270g	29 0	10 8	4 6
170g	16 0	8 10	2 9
dusting powder			
Scott's (1114 SBF)	—	—	D
Scott's (1114 SEF)	—	—	I
Secto (333 Cupal)	—	—	I
aerosols			
Vap fly killer	—	—	3 11
household size	—	—	—
Selvigon (1153 SKF)			
100ml	46 0	—	5 9
3oz	—	—	D
Shade (1524 Chembro)	45 6	23 11	7 9
Si-Ko (1101 Sangers)			D
Si-Ko (351 Danning)			I
(distributors 1101 Sangers)			—
Simpkin's (1141 Simpkin)			
JuiCeas black cherry	11 6	2 6	1 6
Sintisona (227 Erba) TS			
tablets forte	100	200 0ea	300 0
Sister Lauras (1146 SL)			
food	16oz	—	D
Snaplock (888 Newey)			
nappy pins (3)	8 9	1 2	1 3
(5)	12 9	1 9	1 9
mini (4)	10 6	1 5	1 6
Sovol (235 Carteret)			
liquid	4oz	41 10	15 4
Spontex (1174 Sponcel)			I
cloth household No. 8	10 8	—	1 4
houseproud sponges			
size 2	21 0	7 8	3 3
size 3	27 10	10 2	4 4
size 4	34 3	12 7	5 4
Stelazine (1153 SKF) ts4B			
concentrate	100ml	34 0ea	—
200ml	90 0	—	11 3
4oz and 8oz	—	—	D
Stera-Fix (1037 Reckitt)			
small	20 3	—	2 3
large	33 9	—	3 9
Suleo (671 Jeyes)			
emulsion	16 2	5 11	2 6
Super Phenamins (1053 Rexall)			
15	46 0	—	5 9
60	146 0	—	17 9
Supersoft (563 Hampshire)			
bubble bath	15 11	5 9	2 4

	Trade	Tax	Retail
Takazyma (938 PD)			
lozenges	30 0	11 0	4 8
	100 78 0	29 0	12 2
	1000 55 0ea	20 2ea	102 8
Tampax (1211 Tampax)			
regular	10 22 10	—	2 6
	40 80 0	—	8 9
super	10 25 2	—	2 9
	40 88 5	—	9 8
Tancolin (810 Maw) † DDI			
children's linctus	100cc 29 0	10 7½	4 6
	4oz —	—	— D
Terms (421 Energen)			
Terms (1114 SEF)			
Tetracycl (969 Pfizer) TS			
syrup	500ml 25 6ea	—	38 3
	16 oz —	—	— D
That Man (1052 Revlon)			
after shave plastic	0151 —	—	18 6
treatment cream	5182 —	—	37 6
Cologne plastic	0226 —	—	26 0
glass	3447 —	—	30 0
face bronzer	3887 —	—	25 0
roll-on deodorant	5129 —	—	12 6
talcum	0768 —	—	12 6
Therazid (1154 SNP) TS			
powders	500 186 0ea	—	279 0
Thermoid (339 CG)			
cream	42g 22 6	8 3	3 6
Thermos (1226 Thermos)			
vacuum flask	105 —	—	41 2
	246 —	—	256 9
cups 18 Q inner, 1818,	—	—	—
25 Q inner	—	—	1 3
18½	—	—	1 6
18, 25	—	—	1 9
2222, 18 Q outer, 1818,	—	—	—
25 Q outer	—	—	2 0
jar refills	607F —	—	27 6
	81F —	—	50 0
	82F —	—	85 0
	609F —	—	85 0
jug	30/2 —	—	105 0
refills	J/1F —	—	32 6
	J/2F —	—	35 0
	29F —	—	30 0
	29QF —	—	32 6
	52F —	—	39 6
	52QF —	—	41 0
flask stoppers	—	—	—
18	—	—	1 9
18Q	—	—	2 0
jug stoppers adjustable	—	—	—
67/1	—	—	4 6
29, 29Q	—	—	9 11
spare stopper rubbers	—	—	—
707	—	—	2 0
60	—	—	1 3
Thio-Tepa (746 Lederle)			
parenteral vial	15mg 17 4ea	—	26 0
Three Point (1160 Solport)			
smog mask	26 6	—	3 4
refills (6)	11 6	—	1 4
composite pack	38 0	—	4 8
Touch and Glow (1052 Revlon)			
liquid	0902 —	—	11 0
	0903 —	—	16 6
face powder	0160 —	—	17 6
	0621 —	—	15 0
matte make up	5259 —	—	18 6
under eye cream	0137 —	—	18 6
Tried & True (813 MF)			
protein conditioner tube	45 4	24 11	7 8
jar	87 4	48 1	14 9
Trilene (649 ICI)			
surgical	—	—	— D
Trill (967 Petfoods)			
large	38 5	7 5	2 4
	(2 doz)	(2 doz)	—
Tully (16 AGL)			
flashgun K & M	42 7ea	23 5ea	88 11
Tums (506 Gerhardt)			
(distributors 430 Eucryl)	—	—	— D
(distributors 366 DR & A)	—	—	— I
carton	108 58 0	20 2	8 3
bottle	100 —	—	— D
Tusana (147 Boots) cough linctus			
Twysol (121 Bibby)			
Ulcagel (1333 WL)†			
gel	26 6	9 8½	4 0
Ultraphil (977 PE)			
health lamp	KL2866 113 11ea	40 10ea	192 9
Valerie (888 Newey)			
hairgrips tipped	4 9	1 9	9
Valium (1074 Roche) †s4B			
ampoules 10mg/2ml	50 80 8ea	—	121 0
Vallergan (971 PSMB) †s4B			
tablets 10mg	50 70 0	—	8 9
Varidase (746 Lederle) TS			
topical 125,000 units	34 4ea	—	51 6
Veganin (1310 WW) †DDI			
tablets	10 15 0	5 6	2 4
	20 24 5	8 11	3 7
	50 47 2	17 4	6 11
Velactin (1303 Wanderer)			
powder	1 lb 8 9ea	—	13 2
old pack	—	—	— D

	Trade	Tax	Retail
Ventolin (34 A & H)			
aerosol inhaler	18 6ea	—	— I
Vers Toi (1350 Worth)			
perfume	—	—	62 0
Le Medaillon	7cc —	—	— D
Vert et Blanc (1469 PC) existing entry			
Verton (1176 Squibb) †s4B			
tablets	28 5 6ea	—	8 3
Vetiver (1469 PC) existing entry			
Vibro-grains (664 JS & C)			
Vibro-grains (49 Aneson)			
Vigortone (918 Or-Lem)			
blackcurrant syrup	12oz —	—	3 6
	26oz —	—	5 0
Vitathone (333 Cupal)			
chilblain tablets†	50 32 3	—	3 11
Watersprite (1160 Solport)			
face cloths	G296 21 6	2 10	3 0
	G29S 23 0	3 1	3 2
	G312 26 6	3 6	3 7
	G300E 24 0	3 2	3 3
Wella (1318 Wella)			
for men	—	—	—
Wella Form hairdressing	33 0	18 2	5 6
liquid	45 0	24 9	7 6
spray	59 0	32 5½	9 11
Wella Med	45 0	24 9	7 6
shampoo	sachet 20 0	7 4	10
	(4doz) (4doz)	—	—
antidandruff	sachet 20 0	7 4	10
	(4doz) (4doz)	—	—
Wilkinson (1339 Wilkinson)			
Sword razor	83 6	30 7	25 0
	(½ doz.) (½ doz.)	—	—
Whiskar (967 Petfoods)			
	68 1	13 2	1 4
	(6 doz) (6 doz)	—	—
Wig Set (888 Newey)			
curlers	10 106 0	38 10	16 91
	8 —	—	— D
Woodwards (1346 Woodward)			
nursery cream	—	—	— D
teething jelly	—	—	— D
Wright's (1351 WLU)			
shampoo liquid sachet	16 6	6 1	10
	(3 doz.) (3 doz.)	—	—
Yardley (1355 Yardley)			
eye liner liquid	520 39 0	21 5	6 8 I
deep emollient	—	—	— D
cleanser	512J/L —	—	—
mascara	525 —	—	— D
twinstick brow	—	—	—
pencil	526 —	—	— D

	Trade	Tax	Retail
veivet liner	528 —	—	— D
refill	529 —	—	—
Infinite Beauty	515L —	—	— D
liplighter	531 —	—	— D
Next to Natural	417 —	—	— D
Pretty Goods	—	—	— D
chalk sticks pack	581/3 —	—	— D
finger tip polish	536 —	—	—
	536/P —	—	—
velvet skin	—	—	— D
moisturiser	550 —	—	—
Zubes (563 Hampshire)	—	—	—
Zubes (1068 Roberts)	—	—	—

AMENDMENTS AND ADDITIONS TO KEY TO SUPPLIERS

49 Aneson=Aneson Sales, Ltd., 25 Hanworth Road, Sunbury-on-Thames, Middlesex. Sunbury 84234.
189 BT=British Tissues (Dixcel) Ltd, 214 Oxford Street, London, W.1. 01-636 4011.
210 B & C=Butler & Crispe, Ltd., Glyn Street, London, SE.11. 01-735 7877.
246 Chambers=J. Chambers (Eastwood), Ltd., 30 Woolpack Lane, Nottingham. 0608 53701.
351 Danning=P. A. Danning Ltd, 316b Richmond Road, Twickenham, Middlesex. 01-892 6536.
454 Feedrite=Feedrite, Ltd., 144 Oakfield Road, Selly Oak, Birmingham 29. 021-472 4211.
809 M & W=Matthews & Wilson Ltd, 225 Putney Bridge Road, London, S.W.15. 01-870 0971.
847 Milliwatt=Milliwatt Engineering Ltd., 22b The Broadway, London, N.W.7. 01-959 2283.
1070 Windsor=The House of Roberts Windsor, 14 Pall Mall, London, S.W.1. 01-630 2057.
1076 R & G=Roger & Gallet Ltd., 17B Curzon Street, London, W.1. 01-493 7435.
1114 SEF=Scott-Energen Foods, Ltd., Cerebos House, Victoria Road, London, N.W.10. 01-965 2001.
1220 CT=Chas. F. Thackray, Ltd., 10 Park Street, Leeds, 1. 0532-200 85.
1243 TBL Total Beauty Ltd., 89a High Road, London, N.22. 01-889 3543.
1296 VW=Victor Wagner & Co. Ltd., 67 Park Road, Baker Street, London, N.W.1. 01-723 9375.
1406 SGBP=Shee-Gwee Beauty Preparations Ltd., Cook Lubbock House, Waterside, Maidstone, Kent. 0622-44213.
1412 Jackel=Jackel & Co., Ltd., Kitty Brewster Estate, Blyth, Northumberland. 0670-62596.
1427 Ceerbrite=Ceebrite, Ltd., Newgate Street Village, nr. Hertford, Herts. 284 2622.
1535 Phillips=Phillips Patents Ltd., Dantzic Street, Manchester M4 4JH. 061-834 5854.
1599 TTC=Tudor Trading Co., 1 Laburnum Gardens, London N 21. 01-360 7323.

THIS WEEK'S CHANGES

Prices are given in the sequence Trade Price per Doz.: Purchase Tax per Doz.: Retail Price. Bold upright figures (2 9) in the retail price column indicate that the price is subject to resale price maintenance; italic figures (2 9) that it is recommended by the manufacturers; and light upright figures (2 9) that it is "notional" as a guide to the retailer in determining his own retail price.

	Trade	Tax	Retail		Trade	Tax	Retail
Bourjois (150 Bourjois)				Intaloxine (1490 IAPS) TS			
soaps				tablets 250mg	250	26 0ea	—
guest (5)	C922 29 3	10 9	4 6		50J	51 0ea	—
mammoth	9104 21 8	7 11	3 3		1000	100 0ea	—
polythene bag	—	—	—	Intalpen (1490 IAPS) TS			
pack (4)	9379 18 4	6 9	2 6	tablets 125mg	250	22 0ea	—
Caprice (1355 Yardley)					500	43 0ea	—
Cologne	73 0	40 2	12 6		1000	85 0ea	—
cream perfume	85 0	46 9	14 7	250mg	250	43 0ea	—
mini spray	72 0	39 7	12 4		500	85 0ea	—
perfume	79 0	43 6	13 6		1000	160 0ea	—
talcum	37 0	20 4	6 4	Intalpram (1490 IAPS) †s4B			
Contusol (1367 R & B) existing entry				tablets 25mg	250	14 6ea	—
Contusol (1367 R & B)					500	28 0ea	—
antiseptic	250ml 36 0	13 2	5 7		1000	55 6ea	—
	500ml 63 0	—	—	Intalsolone (1490 IAPS) TS			
	11 114 0	—	—	tablets 1mg	250	4 3ea	—
	21 210 0	—	—		500	7 3ea	—
lotion	250ml 27 0	—	2 9		1000	13 11ea	—
	500ml 45 0	—	4 8	5mg	250	12 6ea	—
	11 81 0	—	8 6		500	24 0ea	—
	21 150 0	—	15 6		1000	47 3ea	—
Del Sol (121 Bibby)				Intalsone (1490 IAPS) TS			
olive oil	2x 1gal 69 4	—	43 6 I	tablets 1mg	250	4 0ea	—
Distalgic (378 Dista) †s1					500	7 0ea	—
tablets soluble	50 12 6ea	—	18 9 •		1000	13 5ea	—
Dhydroergotamine (1098 Sandoz) †s4B				5mg	250	11 6ea	—
tablets	50 20 0ea	—	30 0 I		500	22 6ea	—
	250 95 0ea	—	142 6		1000	44 5ea	—
Faceplan (1545 Vestric)				Kaomycin (1263 Upjohn) TS			
make-up kit	—	—	14 11 •	150ml	14 0ea	—	—
Freesia (1355 Yardley)				500ml	44 3ea	—	—
cream perfume	85 0	46 9	14 7 •	4oz	—	—	— D
Intalbut (1490 IAPS) †s4B				16oz	—	—	— D
tablets 100mg	250 6 0ea	—	—	Kaopectate (1263 Upjohn)			
	500 11 6ea	—	—	500ml	7 11ea	—	— •
	1000 22 2ea	—	—	16oz	—	—	— 0
200mg	250 8 0ea	—	—	Kent (693 Kent)			
	500 15 6ea	—	—	shaving brush 100% badger	V4	45 3ea	16 1ea 84 0 C
	1000 30 2ea	—	—	white handle	—	46 7ea	16 7ea 86 6
				black handle	C24	—	—

	Trade	Tax	Retail	
ak (711 Kodak)				
our miniature film				
odacolor-X (36 exp.)	8	8ea	4 9ea 15 3 ●	
jectors				
arcusel 5	760	0ea 418	0ea 1587 3 ●	
arcusel 5-AV	1020	0ea 561	0ea 2130 3 ●	
ld models				D
ncocin (1263 Upjohn) T5	29	2ea	—	●
100ml	—	—	—	D
60ml	—	—	—	R
ethyltestosterone (917 Organon) †s4B				
blings 5mg	100	9 0ea	—	13 6
10mg	100	14 8ea	—	22 0
25mg	100	28 6ea	—	42 9
50mg	100	52 8ea	—	79 0
irra-coat (174 BMAH)				●
g feed additive 1 lb	12	0ea	—	18 0
onsieur de Givenchy (1589 Givenchy)				
odorant stick	7	0ea	3 10ea 14 6	
ave cream lather	8	0ea	2 11ea 14 6	
ave foam aerosol	9	2ea	3 4ea 17 6	
ap in travel box	8	6ea	3 1½ea 15 6	
N" (333 Cupal)				
nic syrup 6oz	23	6	7 9	3 6 C
appiclene (810 Maw)				
wder 16oz	44	0	—	5 6 C
eutrolactis (1098 Sandoz)				
lets 10	12	0	4 5	1 10 I
u-Soft (903 NPU)				
nkies (3 ply)	20	4 3	8½	6 C
sues	12	2 9	5½	4
rbenin (1393 BRL) T5				●
osules 500mg	50	112 0ea	—	—
250	540	0ea	—	—
ragresic (1098 Sandoz)				I

	Trade	Tax	Retail	
tablets 20	54	0	20 0	8 5
dp 100	22	6ea	—	—
Prelude (1355 Yardley)				●
Cologne	73	0	40 2	12 6
cream perfume	85	0	46 9	14 7
mini spray	72	0	39 7	12 4
perfume	79	0	43 6	13 6
talcum	37	0	20 4	6 4
Saf-T-Coil (1574 DBMP)				D
Saf-T-Coil (774 LR)				I
Scholl's (Dr.) (1108 SMC)				A
foot exercise sandals				
leather type flat pr.	37	3ea	5 1ea	59 0
heeled pr.	41	3ea	5 8ea	65 0
wooden type flat pr.	38	6ea	—	55 0
heeled pr.	40	6ea	—	58 0
Sea Jade (1355 Yardley)				●
cream perfume	85	0	46 9	14 7
Synadrin 60 (614 Hoechst)				●
tablets 150	85	4	31 3	157 6
That's My Conditioner (1216 Technique)				●
43 0 23 1				7 6
That's My Shampoo (1216 Technique)				●
34 9 12 5				5 6
Union Jack (1522 UJPC) existing entry				D
Union Jack (1522 UJPC)				I
corn paste	6 6	2 5	1 1	
	14 0	5 2	2 3	
corn plasters	10 0	3 8	1 8	
Valderma (343 DH)				A
tube	26	6	—	3 0
	35	10	—	4 1
jar 1oz	28	8	—	3 3
2oz	41	6	—	4 9
4oz	54	9	—	6 6

	Trade	Tax	Retail	
Valpeda (343 DH)				A
foot balm	29	6	—	3 6
Yardley (1355 Yardley)				
Pretty Goods				
Luv Mist cream perfume	85	0	46 9	14 7
talcum	37	0	20 4	6 4

AMENDMENTS TO KEY TO SUPPLIERS

174 BMAH=Bristol-Myers Animal Health Unit
30 South Street, Reading, Berks. 0734-57326.
1324 WBL=Whatman Biochemicals Ltd, Springfield
Mill, Maidstone, Kent. 0622 61688.
1525 PDP=Parfums de Paris, Ltd, 66 Sloane Street
London, SW 1. 01-235 7342.

Stop press

	Trade	Tax	Retail	
Intimate (1052 Revlon)				A
eau de toilette 0415	—	—	—	36 0
lotion 5146	—	—	—	11 0
milk bath 0745	—	—	—	39 6
perfume 0957	—	—	—	110 0
0958	—	—	—	165 0
0966	—	—	—	230 0
0916	—	—	—	375 0
2153	—	—	—	49 6
spray				
Marevan (179 BDH)				●
tablets 1 mg 500	31	8ea	—	47 6
Nobecutane (179 BDH)				
remover 50g	—	—	—	D

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For further details and Trade prices, enquire:



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*As from 1st October 1969 Horlicks will no longer supply the above Airwick Products.

COMMENT COMMENT COMMENT COMMENT COMMENT

Uniform control of Dangerous Drugs

THE single Convention on Narcotic Drugs of March 10, 1961, has now been ratified or adhered to by a number of States, including the United Kingdom. A model law has been drafted by the United Nations Narcotic Commission to facilitate the application of the Convention by States who have ratified it or adhered to it. States that already have legislation on the subject may study the provisions of the model law and see how far they have been covered in their own legislation. The model will obviously be of great value to a country in the process of drafting such legislation.

Basic assumption of the model law is that the country concerned is a consumer country in which manufacture, as defined in the Convention, and meaning all processes other than production by which drugs may be obtained, and including refining as well as the transforming of drugs into other drugs, is permitted. "Production," which the Convention defines as the separation of opium, coca leaves, cannabis and cannabis resin from the plants from which they are obtained, is prohibited and does not take place.

Section I is concerned with the scope of control. Differing degrees of control apply to the production, manufacture, export, import, purchase, sale, possession, distribution, and use of narcotic drugs according as they are listed in Schedules I, II, or III of the Convention, a method of control used in the UK legislation, and no real difficulty arises.

Section II deals with the measures relating to wholesale trade and manufacture, giving effect to the provisions of articles 29, 30 and 34 of the Convention and specifying the formalities for obtaining a licence.

Personal licences

The licence is issued by the Minister of Public Health on the recommendation of a Board composed of members appointed by the Minister. That licence is strictly personal, specifying each drug or preparation which may be extracted, processed, manufactured or traded in. Quarterly returns of Schedule I drugs received and used are required.

The provisions of Section III which relate to the retail trade are covered adequately by the Dangerous Drug Regulations. The hospital requirements set out in Article 26 of the model law contain detailed provisions including a provision that in hospitals having a pharmacist on the staff, a list shall be kept at the hospital pharmacy of the practitioners empowered to prescribe narcotic drugs, together with their signatures. In the UK many hospital pharmacists adopt this system as a sensible professional procedure and to incorporate it as a statutory provision may cause a slight elevation of eyebrows in the more refined hospital pharmaceutical circles. The majority of the provisions set out in the model law are incorporated in the Dangerous Drug Regulations.

The penal provisions of the model law can only be described as stringent. It is also suggested that the courts could order deprivation of civil rights for a period of one to five years. That type of punishment is not one that

appears in English Criminal Law. Imprisonment may deprive a person of some of his civil rights such as the right to vote, he cannot be totally deprived of those rights as a punishment without some other sanction being present.

In the miscellaneous provisions provision is made for the treatment of drug addicts. Other provisions in this section include provisions concerning first aid kits carried by ships and aircraft.

Article 44 (1) provides that pharmacists shall enter upon receipt every purchase or delivery to their premises, even without payment, of drugs and preparations containing them in a special register with serially numbered pages initialled by the competent local authority. The authority inspecting the register shall require production of the pharmacist's diploma. O clarity, what crimes are committed in thy name!

Treasures in the toothpaste market

Statistically speaking the toothpaste market is worth about £4 million to chemists, although they no longer hold the major share of the total turnover. Another figure is that nearly two million days were lost in 1967 due to dental disease, and the Office of Health Economics suggest that days lost from that cause have been increasing in recent years. The same source suggests that around 17 million people in Britain have lost all their teeth and that 90 per cent of those who still have teeth left are in need of dental treatment.

The demand for dental treatment under the National Health Service has continued to increase and reached a total of 17 million courses in 1967.

Such staggering figures are not immediately appreciated by most of us, "millions" do not readily translate or "line up" with personal experiences, "thousands" are the maximum unit that most individuals can visualise, nevertheless it is in millions that business is being done, and each retailer should ensure that he is obtaining his share in the important market of dental care.

The most common of dental disorders concerns dental caries or dental decay, a complex process that is not yet fully understood. Then there are problems involving the treatment of gum and jaw irregularities that require professional attention, but generally dental problems, unlike many medical situations, are the concern of the individual. Questions of infection rarely arise, nor does the problem of general prophylaxis, and the individual is not being subjected to continuous professional pressure to take "evasive action."

However, there is an expanding market for oral hygiene products. It has become an extremely competitive one, in which both manufacturers and retailers must be active in order to obtain or even maintain their shares of the market. Nevertheless it is one in which too many retailers merely leave the initiation of the transactions to the customer. Perhaps that is why chemists no longer hold the major share of the total turnover of toothpastes. The moral is there and action should be taken. The market is one in which the pharmacist should be really active.

PROFESSIONAL NEWS

Pharmaceutical Society
of Ireland

New committee will discuss professional fees

Publication in an Irish daily newspaper of an article on the lack of uniformity among pharmacists over prescription prices and the receipt of letters from members of the public on that subject led to a discussion at the monthly meeting of the Pharmaceutical Society of Ireland Council in Dublin on September 9.

MR M. F. WALSH said the present position pointed to the need for a professional body to deal with that type of problem. Until that was done it was the Society's duty to take on the responsibility. He proposed the setting up of a small committee to examine the question. Unless something was done the reputation of the profession would be damaged.

'Pharmacists dishonest'

DR W. E. BOLES, agreed. Some members of the public apparently considered that pharmacists were dishonest. A joint committee comprising representatives of the Society and of the Irish Drug Association, should be appointed to consider the matter.

MR J. B. MURPHY said that coding of scripts in the hope that colleagues would co-operate should be discontinued. He thought that the sooner pharmacists publicised the fact that a fixed professional fee was being charged on all prescriptions the better.

The registrar, MR J. G. COLEMAN, said it had been recommended that replies be sent to the various queries through the Irish Pharmaceutical Association.

MR D. J. KENNELLY considered an early meeting should be sought with the Pharmaceutical and Allied Industries' Association Ltd as the whole matter of prices was closely related with the question of original packaging. Much of the trouble stemmed from the publication of price lists which purported to recommend "suggested selling prices."

Unfortunately some pharmacists were reluctant to charge a professional fee.

MR M. L. CASHMAN said a discussion with undergraduates recently had left him under no illusion that they would have to be adequately rewarded for dealing in controlled preparations and in the keeping of records. "They are looking to the 70's and not one of them appeared to be satisfied with pharmacy under present conditions."

The president, MR T. R. MILLER, said none of them liked to have their integrity called into question. He favoured the setting up of a committee to deal with the matter. That was agreed on the motion of Mr Walsh seconded by Dr Boles.

MR R. J. POWER said the fact of the matter was that pharmacists had inherited a traditional pricing structure. Much of

the trouble was brought about because originally the fee had been described as a "dispensing fee."

MR CASHMAN said he had done some research into the costing of prescriptions on a time and motion basis and had concluded that the handling of prescriptions was unremunerative. People paid a higher fee to secure a copy of a birth certificate than they paid to the pharmacist.

MR WALSH said he would like the committee to examine all aspects of the remuneration structure but MR R. J. POWER thought it should concern itself with the economic and professional aspects of dispensing.

MR M. COSTELLO said the committee should examine the basic justification for a professional fee rather than the actual amount of the fee.

The question of establishing a committee was delegated to a meeting of local council members.

Notifying DDA order changes

After THE REGISTRAR had read a letter from the Department of Health enclosing a copy of the Dangerous Drugs Act, 1934, Order, 1969, MR COSTELLO asked if all pharmacists were fully aware of the changes involved?

THE PRESIDENT explained that of the 61 items listed only six were likely to be encountered in normal practice.

It had not been thought essential to notify the general members individually as notices had appeared in the two professional journals and national newspapers had referred to them.

MR WALSH, MR COSTELLO and DR BOLES spoke in favour of notifying members individually and THE REGISTRAR replied that normally such notices were sent out with the agenda for the annual meeting. The same practice would be followed in this instance.

DR BOLES said he would be happy with that arrangement. Some pharmacists were in genuine doubt about the new list through ignorance of details, having missed the notices in the journals.

At the outset the registrar read letters from the Minister for Health, Mr Childers, and the Minister for Education, Mr Faulkner, thanking the Council for its congratulations on their recent appointments.

The Council appointed the president, the vice-president and Mr Corrigan to meet representatives of the Irish Drug Association to consider "bringing all Irish pharmacists together under the umbrella of a single professional body." The registrar read a letter from the IDA secretary, Mr B. R. Smith, stating that his Association could not be committed to the proposed change unless a special general meeting of members was held.

Tributes were paid to Mr C. S. O'Connor, a member of the teaching staff of the College. Fifteen members of the Junior Red Cross Society who had atten-

ded a recent leadership training course in co. Mayo had written to say that they had been so impressed with Mr O'Connor's lecture on drugs that they would like the Council to arrange a series of lectures for secondary and vocational students throughout the country in the new school term.

THE PRESIDENT thought the students' suggestion "an excellent one." He had already written thanking them for their constructive suggestion. He suggested the Society should have a panel of lecturers.

On the motion of MR CASHMAN it was agreed to write to Mr O'Connor expressing appreciation of his efforts and the response his lectures had evoked in the students.

A letter from the Pharmaceutical and Allied Industries Association Ltd, stated that a working party had been set up to investigate the concept of original pack dispensing. Members of Council were invited to meet Association members to discuss the position. It was agreed to appoint representatives to meet members of the Association, as suggested.

MR H. P. CORRIGAN and Mr T. B. O'Sullivan were appointed scrutineers to the ballot in the event of an election taking place when the outgoing Council panel come up for re-election next month.

Health Service negotiations

Negotiations with the Department of Health on the proposed new Health Services scheme were reviewed by Mr Cashman who said that there was little to report because of "political events" and annual holidays.

As much as possible was being done to arrive at terms under which pharmacists would be prepared to engage in the scheme. He expected that negotiations would be getting under way in the near future and the final offer would be referred to members for their approval.

MR V. G. MCELWEE said that members throughout the country were concerned at the delay. He understood the Bill could be law within six months so that it was vital that the negotiating committee should be fully briefed by members.

Mr McElwee said that the local groups should be organised on a county basis. It was also important to try to secure pharmaceutical representation on all new regional Health Boards.

Arising out of the Law Committee report it was agreed, subject to the opinion of the law adviser, that proceedings be instituted against four people for breaches of the Pharmacy and Poisons' regulations.

The registrar was directed to write to a pharmacist to come before the Law Committee next month for the purpose of giving an explanation in regard to a breach of the Regulations.

It was reported that four new applicants would be sitting for the forthcoming sup-

plemental Assistants' Examination in addition to six others who would be taking it for a second time.

The Council congratulated Mr Loughman on the fine show he had put up in the recent Senate elections considering the lack of support he received from political quarters. Replying, MR LOUGHMAN said he had known from the outset that his chance of success was slim but he was deeply honoured for the trust reposed in him by the Council.

The following changes of address were noted:—Mrs Philomena Gannon, MPSI, to Ballywaters, The Neale, Ballinrobe, co Mayo; Mr J. J. Kelly, MPSI, to 37 Bancroft Avenue, Tallaght, co Dublin; Mr E. Meaney, MPSI, to Main Street, Bagenalstown, co Carlow; Mr P. R. Lalor, LPSI, to 5778, Meschede, Beringhauser Strasse 44, Germany; Mr N. V. McCarthy, LPSI, to Padstow, Wilton Avenue, Cork; Mr C. McDermott, LPSI, to 6 Main Street, Howth, co Dublin; Mr G. A. Walshe, LPSI, to 12 Hughes Road North, Walkinstown, Dublin, 12; Mrs Margaret C. Corcoran, Asst., to 16 Kinvara Park, Navan Road, Dublin, 7; Mrs Edith C. Hawkins, Asst., to Edelweiss, Dunmanway Road, Bandon, co Cork; Mrs Elizabeth Murphy, Asst., to 33 Bank Place, Mallow, co Cork.

The following were restored to the Registers:—Mrs Mary P. Leddy (née Mahon), LPSI, (3254); Mrs Margaret M. Moran (née Timmons), LPSI, (2918); Miss Annie R. Maguire, LPSI, (1975); Mr T. J. Bardon, LPSI, (2638); Mr A. J. Dolan, LPSI, (2887); Mr G. A. Murray, Asst., (733).

The following were granted preliminary registration in the Pharmaceutical Assistants' Preliminary Register:—Barbara M. Hale (née Ellis), 5 St. Fintan's Road, Sutton, co Dublin; Maria M. McInerney, Ralahine, Sixmilebridge, co Clare; Frances A. Kee, Main Street, Ballybofey, co Donegal; Maria T. Walsh, 66 Kinvara Road, Naven Road, Dublin 7; Anne Mary Breen, Crane, Ferns, co Wexford; Barbara M. O'Shea, Main Street, Carnew, co Wicklow; Carmel A. Bradshaw, Bank Place, Tipperary; Anne M. A. Walsh, Kyeeniv, Douglas Road, Cork; Catherine M. Ryan, 2 Atlantic Terrace, Salthill, Galway; Anne D. O'Mahony, Clonard, Firgrove Crescent, Bishopstown, Cork; Jennifer M. Dagg, Owenstown, Maynooth, co Kildare.

The following were nominated for membership: Mrs Mary P. Leddy, LPSI, 14 Hemlock Street, Ontario, Canada; Mr Thomas M. Bardon, LPSI, Kilcullen, co Kildare; Dr John A. Blaney, LPSI, Moylinn, Craigavon, co Armagh; Mr Thomas F. X. Corbett, LPSI, Lower Gerald Griffin Street, Limerick.

Mr Finbarr M. Cahill, LPSI, 57 Pembroke Road, Dublin 4 was elected to membership.

The licence certificates of Miss Elisabeth L. Kingston, Sunlea, Clonakilty, co Cork, and Mr Osita Lawrence Mordi, 64 Laleham Road, Catford, London SE 6 were signed and sealed.

Mrs Margaret C. Corcoran (née McParland) Asst.; Mrs Edith C. Hawkins (née Payne) Asst. and Mrs Elizabeth C. Murphy (née McMahon), Asst., having submitted marriage certificates and were granted change of name in registers.

The registrar reported the deaths of Mrs M. C. Murray, LPSI; and Messrs R. Allshire, MPSI; P. Brady, MPSI; P. A. Brennan, LPSI, E. J. O'Sullivan, MPSI and J. K. Yorke, MPSI.

A vote of sympathy was passed to the Kerr family of Dublin on the death of their mother who was widow of the former Registrar of the Society, Mr James J. Kerr.

Members present: Miss L. Cuniffe, Messrs R. J. Power; R. J. Semple; W. E. Boles; P. M. Browne; M. L. Cashman; H. P. Corrigan; M. Costello; T. J. Harty; D. J. Kennelly; F. Loughman; V. G. McElwee; J. B. Murphy; J. P. O'Donnell; J. W. O'Farrell; G. C. O'Neill; T. B. O'Sullivan; M. Power; M. F. Walsh.

At a meeting of the Benevolent Fund Committee which followed, grants amounting to more than £160 were passed for payment. The best thanks of the Committee were expressed to the Benevolent Fund Dance Committee who had forwarded £620 representing the proceeds of their annual dance.

Pharmaceutical Society Northern Ireland

Council has Reservations on Green Paper

A discussion on the Green Paper on the Administrative Structure of the Health and Personal Social Services in Northern Ireland took place at the meeting of the Council of the Pharmaceutical Society of Northern Ireland held in Belfast on September 18.

MR H. W. GAMBLE said the paper put forward the argument for and against changing the present administrative system. He did not favour the suggestion that a number of area boards should be set up and that each board should contract with the pharmacists in its district to provide a pharmaceutical service. While appreciating the desire for an integrated service he thought the proposal would not be in the best interests of pharmacy.

Finding area board members 'difficult'

Other members said they agreed with the views expressed by Mr Gamble. MR H. W. BOYD thought the Northern Ireland General Health Services Board did an excellent job and that it would be extremely difficult to find the right type of member to serve on the area boards. MR H. W. CAMPBELL wondered who would appoint the members of the boards. He felt that local authorities might wish to have a major say in the matter, but he would prefer that the Ministry should have to appoint the members.

It was agreed that the secretary should prepare a memorandum setting out the views expressed, and that the matter should be discussed at the next meeting.

The president, MR B. FLATLEY, handed over the gavel presented to the Society by the Conference Executive at the closing session of the Belfast meeting. It would be a reminder, he said, of a pleasant week.

MR CAMPBELL said the local committee and other members who had assisted during the week deserved the best thanks of the Council. The president and Mrs Flatley were to be congratulated on the manner in which they had carried out their decision not to cancel the Conference.

Both the Minister of Health and Social Services, Mr Fitzsimmons, and the Lord Mayor, Alderman Cairns, had taken a great interest in the Conference, and the Committee greatly appreciated the trouble both had taken to meet as many Conference members as possible.

The Committee was also grateful for the splendid financial help given by members of the Society and by industry. Mr Boyd presented Mr Kerr with a travelling case in recognition of the work he and Mrs Kerr had undertaken as hosts at Queen's Elms.

Correspondence from the Northern

Ireland Hospitals Authority was read about students undertaking practical training in the pharmacy departments of the Royal Victoria and the Belfast City hospitals. The students concerned, and the pharmacists responsible for supervising their work, would be supplied with a copy of the work syllabus drawn up by the Council and approved by the authority. MR G. E. MCILHAGGER pointed out that half of the one-year period of practical training had to be undergone in a general-practice pharmacy, and he hoped that students who did the first six months in a hospital would be able immediately to complete their training in a shop.

THE SECRETARY said that such students were advised when registering to approach proprietors about employment to cover the second six months.

Pharmaceutical

The constitution of the Commonwealth Conference was approved after the president had outlined its aims and objects.

Presenting the Education Committee's report MR MORRISON said that applications for registration as students had been received from four candidates during the month, making seven in all since August 1. He reminded the Council that they would have to resume discussions with the Pharmaceutical Society of Great Britain about reciprocity that were to have taken place early in the year but had had to be postponed. The report was adopted, as was the report from the Finance Committee.

MR HUNTER raised the question of members' accepting samples for pregnancy testing. After discussion it was agreed to refer the matter to the Ethical Committee.

Application by Mr. W. Brooke Hewitt, 1 Tavanagh Avenue, Portadown, for his name to be restored to the Register of Pharmaceutical Chemists was granted.

New officers

MR HARDY reported that the small committee appointed to nominate the Society's officers for 1969-70 had met and recommended the following:—*President*, Mr J. Kerr, *Vice-president*, Mr J. Paul, and *Honorary Treasurer*, Mr G. E. McIlhagger. Unanimous approval was given to the recommendation.

Presenting the Financial Statement for the year ended July 31, Mr McIlhagger said that expenditure, at £11,039, exceeded income by £629. It had to be borne in mind that the retention fee had been increased from £4 to £5 5s in August 1968. That had resulted in an increase in income of about £1,300. However, additional office staff had been engaged during the year and the cost, together with expenses incurred in connection with the visit of the Conference and the Craigavon scheme, had offset the increase. He suggested that the Finance Committee should spend some time on the Society's finances in an effort to wipe out the bank overdraft. The report was adopted and the secretary was instructed to have the accounts printed and sent to members with the notice convening the annual meeting to be held at 7.45 pm on Monday, October 6.

PROFESSIONAL NEWS

Hospital Pharmacy Forum

Don't strike—but do work to rule

Everyone is only too well aware that the hospital service is acutely short of money. Almost daily the newspapers tell us of highly sophisticated surgical procedures carried out in old and crumbling buildings and of the crying need for improved facilities for the treatment of the chronic sick and mentally ill.

We are told that doctors are emigrating to the United States in order to avail themselves of the better opportunities offered by private enterprise medicine. The nurses march in procession to Downing Street to draw public attention to their poor pay and conditions, and if we are to believe the professional journals the service is in serious danger of imminent collapse unless it can recruit more laboratory technicians, radiographers, physiotherapists, pharmacists, etc.

Reluctant taxpayers

In fact it can do none of these things unless the taxpayer is prepared to dig very much more deeply into his pocket, and that he appears to be increasingly reluctant to do. His point of view was well put by Mr Maurice Macmillan, the Opposition spokesman on health matters, when he addressed the annual conference of the Association of Hospital Treasurers last year. His party believed that the taxpayer was already contributing more than his fair share towards the support of the health service and he drew attention to the remarkable increase in popularity of private health insurance schemes, some of which were already beginning to build their own hospitals and health centres. If returned to power at the next General Election a Conservative government would examine very closely the possibility of giving further encouragement to private schemes by allowing a tax rebate on the premiums paid.

It is clear that a change of government is not likely to result in a substantial increase in the money available for the hospital service.

The hospital pharmacist can hardly be expected to view the position with equanimity. His future now seems to depend on the results of an independent inquiry conducted by the Working Party under the chairmanship of Sir Noel Hall. If any suggested improvements to the hospital pharmaceutical service are pigeon-holed in order that the demands of other and more powerful pressure groups may be met a violent reaction is inevitable.

Almost certainly there will be a demand for what is now euphemistically termed "industrial action," but it would be wise to bear in mind that events over the last ten years have demonstrated quite clearly

that many hospitals have continued to function with reasonable efficiency when the number of pharmacists in post has fallen almost to nil.

A threat to withdraw labour is thus not likely to be taken seriously.

Nowadays, however, there are other and more subtle forms of industrial action, some of which might be particularly appropriate for use by hospital pharmacists because, if carefully planned, the patient would not be inconvenienced.

We might, for instance, refuse to co-operate in the assessment or collection of prescription charges and a little study would recall many other ways in which attention can be drawn to our demands. Admittedly there is an element of risk involved in that we may have to face the possibility of dismissal and perhaps loss of seniority if and when re-engaged.

Nevertheless, nothing worth while was ever won without taking risks, and at a time when the possibility of unemployment is almost negligible the chance is probably worth taking. In fact it may prove to be the only way by which the Department can be convinced that we are really dissatisfied with our lot.

Computer study of drug handling

The design study of information systems for the safe handling of drugs in hospitals being undertaken by Queen Elizabeth hospital, Birmingham and the pharmacy department, University of Aston (see *C&D* February 15, p 133) began on September 1.

Mr R. H. Leach, chief pharmacist, Birmingham Children's Hospital has been appointed to the pharmaceutical research fellowship.

More details of the programme to be undertaken in the study have now become available. The Board of Governors of the Queen Elizabeth Hospital are currently using systems of data processing in the business management and clinical areas of the hospitals as part of a major programme of computer development, with the object of achieving a "total hospital information system."

The hospital pharmacies have not so far been included in the programme but it was considered there were a number of problems facing the service, particularly drug prescribing and administration, that a planned investigation using computer facilities might help to resolve.

Main objects of the study are to design a system for rapid processing of data relating to drugs prescribed in order to improve the safety and efficiency with which they are administered, and which will meet the needs of:

- ☐ checks on dose and identity of individual drugs, including the recognition

of incompatibilities and contra-indications,

- ☐ the preparation of ward lists and administration schedules,
- ☐ checks after administration of drugs,
- ☐ the maintenance of a permanent record of drugs given for patient care uses and statistical analysis,
- ☐ costing,
- ☐ stock control and drug inventories.
- ☐ reduction or elimination of the possibility of error between prescription and administration,
- ☐ examination of the extent to which drugs or combination of drugs have a toxic effect on patients and from the results obtained, to develop an "early warning system" in general terms with regard to specific drugs, and in regard to sensitivity, incompatibility or specific contra-indications for individual patients.

Particular attention will also be paid to improving the flow of information between the pharmacy and the departments it serves and so enabling distributions of costs per patient to be calculated.



Mr R. H. Leach

The study is to take place in three phases. Stage one will be a systems analysis of the total system of handling drugs, from receipt in the pharmacy to administration to the patient.

Stage two will consist of experiments, data collection and computer developments, examining in detail the key activities involved in the process of drug prescribing and administration, and experiments. Data would be collected to enable up-to-date profiles of prescribing and costing data to be prepared for consideration jointly by the clinicians, pharmacists and nursing staff to help the research team to understand the requirements of data linkage and the possibilities of alternative treatments.

Final stage will be the evaluation of results and developments and may involve a computer simulation to compare the running costs of the alternative systems.

PLEA FOR PACKS AND LABELS

More than ever society needs planners and designers—in pharmacy as much as in any other sphere. P. B. Richardson takes up two aspects: The selection of larger tablet and capsule containers, and labelling.

In my time I have fitted out five dispensaries, so am quite conscious that when it comes to the fitting of shelving one wants to get as many tablets as possible in a given space.

Tablets and capsules are stored alphabetically in most dispensaries, and it is not usual to put the very small containers in one alphabetical section and larger ones in another. The normal single alphabetical arrangement does not give much trouble, because most products are in containers of what I call an appropriate size. This is no doubt due to the fact that larger containers from most firms are wider and not taller than the norm.

But some firms do not help in that way because of their annoying "long" containers. Some 500-containers, however, are very well devised so far as height is concerned. Let me take as my example a tin containing only 100 tablets and compare it with an easily stored 500-size package.

I choose Esidrex K. Juvel 500 and Penbritin 500 are only a little taller, the increase in size being in the diameter. Their dimensions are therefore excellent for storage. Even 1,000 Panadine co. is only just over 1 in more than 100 Esidrex K, as are many other well devised containers. I know Esidrex K is tall for a 100-pack but it illustrates my point.

But here are some offenders. 500 Navidex K is almost twice the height of Juvel, and 500 Slow-K is twice the height. The 500 Parazolodin and 1,000 Imperacin are unnecessarily taller than say the excellently proportioned 500 Penbritin. The 1,000 Nembutal is much more difficult to store



Two easy-to-read containers and a third with too much information on its front

than the correctly proportioned container for 1,000 Mysoline tablets.

Alphabetical storing is made very difficult by tall awkward containers for 500 and 1,000 sizes unless, of course, the containers are stored on their sides—a method unacceptable to most.

I know that in some of the instances I have quoted the containers hold tablets or capsules which are themselves large, but, if the planners devise containers which fall within a certain range of sizes storage would be much easier, because the number of shelves per wall would be maximal. In other words: get together, talk it over, and then *standardise*.

There is nothing more annoying to a pharmacist who is attempting to keep his dispensary neatly arranged to have the effect spoiled by badly presented labels. At one time I had many shop rounds in my dispensary, but with the growth of "ethical" products I had to remove them. I have always thought much could be done to improve the labelling of "ethicals" and welcome changes in that direction.

Admittedly the majority of firms have designers to produce their labels which are pleasant to the eye, but why cannot there be more standardisation in the presentation of the front part of the label? How much better the dispensary would look, and how much easier to read the names on containers! All that is required on the front is:

- ☐ the name of the substance (in large type);
- ☐ its strength;
- ☐ its synonym;
- ☐ a colour facsimile of the product would be helpful;
- ☐ any special direction relating to administration; and
- ☐ the quantity in the container—always at the base.

On the back or sides, well out of sight of the front name panel, could appear the makers' names—firms are distinguishable

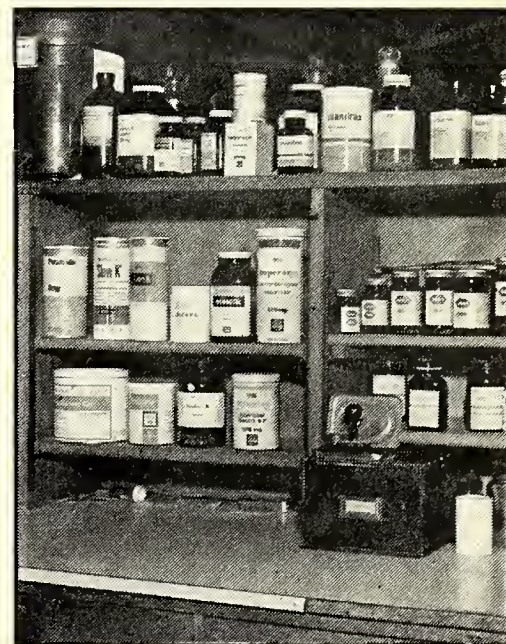
by the characteristic design and colour of their labels anyway—information about scheduled poisons, "dispensing only," registration of trade marks, code number and so on. Even formulations could go on the back. A move in the direction of clearer labelling is provided by Juvel 500 and Ancoloxin. Both are examples of labels pharmacists like.

Whilst approving the two-tone colouring of the Pro-Banthine with Dartalan label I think the formula, the trade mark and the code number could have been on the back, as could such remarks as:

Descriptive literature and directions for use are available to the physician. Reference Manual No. 15.

Perhaps those trying to make life easier for the pharmacist, who needs to read his labels quickly and who desires to improve the appearance of his dispensary, will take an interest in such matters when further discussion could ensue.

Variation in sizes wastes space and makes alphabetical arrangement awkward



Photographic equipment review

Rank Aldis 1000 projector. Made in Scotland and distributed by Rank Audio Visual Ltd, PO Box 70, Great West Road, Brentford, Middlesex. Recommended retail price £21

This is the first of a new series of less expensive 2 x 2 in slide projectors to be released by Rank Audio Visual Ltd in an attempt to offset the present high rate of purchase tax. By careful design and the use of components common to other projectors in the company's range, manufacturing costs in the new factory at Kirkcaldy have been kept to the economical minimum. Nevertheless, the projector performs well and is good value for money under present conditions. One simplification is the omission of fan cooling and the 12-volt 50-watt A1/220 lamp is convection cooled. Associated with it is a Rank Taylor Hobson designed condenser system which gives a fairly evenly illuminated screen image.

The projector is constructed from metal pressings and plastic mouldings of which the finish is mainly pale grey with darker grey for the base and slide tray; there is a smoky transparent lift-off cover to the magazine track. The Rank Aldis emblem is blue to conform to the general Rank "house colours" and the nameplate is black on silver, giving the essential details of lamp voltage and wattage and mains supply voltage and frequency (ac).

The slide-change system is semi-automatic from a magazine holding thirty-six standard slides. Pushing in the transport lever transfers a slide from the magazine to the gate; conversely, pulling the lever back again returns the previous slide to the magazine and advances the magazine ready for showing the next slide. This mechanism works smoothly and efficiently and there is a "black-out" device, operated by the slide changer, so that the change from one slide to the

next is not seen as a flash on the screen.

The lens is common to all of the projectors in the Rank Aldis range and is a coated or bloomed 3-element 85-mm focal length f/2.5 anastigmat of high quality. It is, in fact, one of the best lenses of its type which has been tested. Without a picture in the projector gate there are some traces of colour fringing at the extreme corners of the maximum area of 28 x 40 mm.

The instruction booklet is clear and concise with illustrations to the relevant references in it about operating procedure. The machine was set up according to the directions provided and no difficulty was experienced in using the projector as it would be handled with normal use.

There are two British Standards relating to this class of equipment, BS 1915: 1968 Specification for Still Projectors and BS 4120: 1968 Methods for the Measurement of Performance of Still Projectors. Assessment of compliance with these specifications calls for somewhat sophisticated measuring equipment but it is possible with simpler and readily available test devices to simulate the requirements.

The resolving power of the lens is one of the main things with which the user is concerned; in other words, the projector must be capable of putting a reasonably sharp picture on the screen. It is possible to obtain copies of the recommended slide test pattern as described in BS 4120: 1968, but there are several other commercially available slides which provide enough information to assess the lens performance. In fact, two of the Type 1000 projectors were obtained for test and although the performance of the lenses in the two machines differed slightly, both were acceptable.

The next matter is that of evenness of screen illumination: here again the BS tests are fairly simple to simulate. An ordinary exposure meter can be used, with

the cell pointing towards the projector (in order to avoid casting shadows on the screen by attempting to read the light reflected from the screen). If the indicating meter is on the opposite side of the meter casing from the cell window then a hand-bag mirror can be used to look at the meter dial. The intensity of illumination at the edges of the projected area should not be less than half of that at the centre.

How hot a slide gets

For those with treasured collections of colour slides the heat in the projector gate aperture is most important. The BS method of measurement is not easily duplicated outside a laboratory but, here again, it is possible to obtain a good approximation with a commercially available item. The one used was the Malik Thermoslide (obtainable from Photo Science Ltd, Canvey Island, Essex) which is a 2 x 2 format metal slide containing an indicating thermometer, the scale of which is projected on to the screen. The BS specification calls for a temperature rise not exceeding 70°C at the gate of the projector when the room temperature lies between 20° and 25°C (68° to 77°F), measured after the lapse of an hour.

However, for the user the important matter is how hot each individual slide may be expected to get. Starting from "cold" the projector was switched on with the Thermoslide in the gate and the temperature rise noted during a three-minute period. The test was repeated twice more, each time beginning with the projector cooled to room temperature. The maximum rise recorded was 36°C above room temperature. The arbitrary period of three minutes was chosen because it is considered that this is likely to be the longest time during which a slide would remain on the screen, even if a long commentary had to be given about it. It is felt that there would be little transfer of heat from the gate metal-work through a plastic or cardboard slide mount.

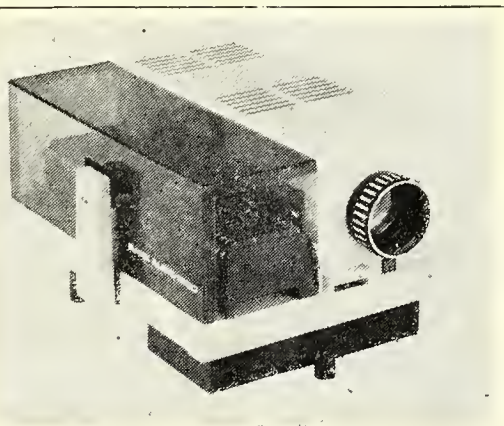
Well light-trapped

There is also one other point which is too often overlooked and that is the question of "spill-light" from the projector itself. At its worst it can seriously degrade the contrast and quality of the picture on the screen. The new Rank Aldis 1000 is extremely well light-trapped and, therefore, in this instance the point does not arise.

The projector is well packed in an overprinted corrugated-card carton, with folded corrugated-card internal packers to protect the machine on all sides. The instrument is wrapped in a polythene bag with instruction booklet, guarantee card (one year) and the flexible mains cable carries a test tag and connection identification—the new standard colour-coded cable is supplied; brown for live, blue for neutral and green/yellow striped for earth.

Rank Aldis 1000 slide projector

SLIDE SIZE	2 x 2 in (50 x 50 mm). Max. area 28 x 40 mm
MANUFACTURER	Rank Audio Visual Ltd, Kirkcaldy, Scotland
DISTRIBUTOR	Rank Audio Visual Ltd, Brentford, Middlesex
LENS	85-mm f/2.5 coated anastigmat
SLIDE CHANGE	Semi-automatic
MAGAZINE	36-picture horizontal
COOLING	Convection
LAMP	12-volt 50-watt tung- sten-halogen
ACCESSORIES	50-mm f/3 and 100- mm f/2.9 lenses
DIMENSIONS	9 x 7½ x 5¼ in (230 x 190 x 133 mm)
WEIGHT	8 lb 10 oz (4 kg)
IN PRODUCTION	July 1969
DATE OF REVIEW	September 27, 1969
RETAIL PRICE	£21 complete with (RECOMMENDED) lamp



NEW PRODUCTS AND PACKS

Pharmaceutical specialities

Tablet dispersable in water photo 1

Dista Products Ltd have introduced Distalgesic soluble, a tablet readily dispersable in water. Distalgesic soluble is indicated in the treatment of all types of pain and where the patient finds difficulty in swallowing tablets.

Each octagonal tablet contains dextro-propoxyphene napsylate BP 50 mg (equivalent approximately to 32.5 mg hydrochloride) and paracetamol BP 325 mg. Pack is a bottle of 50 tablets (12s 6d). (Dista Products Ltd, Fleming Road, Speke, Liverpool L24 9LN.)



1

Food products

Calorie-free sweetener

Sugrosa, made by Siddonia, is a new calorie-free sweetener. It contains no saccharin, being "half-strength cyclamate tablets."

Sugrosa remains unchanged by high temperatures and can be boiled. It can therefore be used as a sweetening agent in many recipes for diet cookery of all kinds, both for weight reduction and also for diabetics.

Sugrosa is available for sale in packs of 100 (2s 9d) and 500 (9s 6d) each having its own counter dispenser and display packaging. The smaller pack is a neat blue handbag or pocket dispenser while the 500 pack is a white table dispenser. (Siddonia Ltd, Crown House, London Road, Morden, Surrey.)

Cosmetics and toiletries

'High-fashion' perfumes photo 2

Yardley have introduced two new "high-fashion" perfumes. Prelude is based on patchouli and has a spicy, warm note, while Caprice has been "created from precious woods mingled with hyacinth, rose and a strong underlying note of tonquin musk." Both fragrances are offered in an identical series of matching products: Cream perfume (14s 7d), perfume (13s 6d), Cologne (12s 6d), mini spray (12s 4d) and talcum powder (6s 4d).

Yardley have also introduced two of their most popular fragrances in cream



2

perfume form (14s 7d). Sea Jade is a new, fresh, young perfume with undertones of jasmine. Freesia, a floral bouquet, rich, warm, unforgettable as the note of flowers under spring rain. Each is packed in a little pot, gold rimmed with a domed top, sea-green for Sea Jade fragrance, lemon-yellow for Freesia. Each is in a transparent cellophane pack which further enhances its appeal.

Added to the Pretty Goods range are two Luv Mist preparations. Luv Mist stroke-on cream perfume (14s 7d). Pack is an attractive pink-domed pot in a transparent cube. Luv Mist talc (6s 4d) is offered as an all-over absorbent freshener after the shower or bath; richly perfumed, it has deodorant qualities. In pink with a mauve collar to repeat the Pretty Goods range shades.

From Max Factor

Following the successful launch of Tried and True Soft Colour in March 1969, Max Factor now enters the rapidly increasing hair conditioning market with Tried and True Proteined hair conditioner, a deep-acting treatment for damaged hair.

Tried and True Proteined hair conditioner is delicately perfumed penetrating cream designed as a treatment conditioner to deal specifically with hair that has been damaged in some way.

The product is presented in two sizes, as an attractive white lightweight plastic jar (14s 9d) and a handy stand-up tube (7s 8d).



3

Sundries

Cold night lights

photo 3

An entirely new British development is being marketed and manufactured by Nicholas Pomme Ltd. Night lights (14s 11d) in the shape of animals, made from a clear polyester resin. They are Rufus the rabbit, Nelson the dog and Pussy the cat, all featuring a total encapsulated miniature neon bulb. Runs off mains electricity, yet when used 12 hours a night throughout the year the consumption only costs 6d per year. They are completely safe. An inquisitive child cannot take the night light to pieces. The light is a cold light, no heat is given off thereby eliminating the danger of burns.

The night lights are guaranteed against bulb failure for 12 months. (Nicholas Pomme Ltd, 7 Pitlake, Croydon, Surrey.)

Veterinary products

Worm drench for cattle

Smith, Kline & French Laboratories, Welwyn Garden City, Herts, have introduced Helmatac for use as a worm drench for cattle.

First marketed a year ago as an anthelmintic for sheep, Helmatac has undergone further extensive trials in the United Kingdom, Australia and America to establish its effectiveness against roundworms in cattle. Because it has been shown to be extremely effective against *all* roundworms in the gut, and as it kills worm eggs, too, Helmatac is claimed to be the ideal cattle wormer.

The recommended routine dose rate of 1 fl oz per live cwt. Cattle have been shown to tolerate doses many times the recommended level.

Treatment is particularly recommended in the autumn to reduce the risk of infection being carried over the winter, in the spring before turning the cattle out, and again in mid-July when pasture contamination is building up to its peak.

Helmatac is available in 2-pint (82s 6d) and 1 gallon (300s) plastic containers.

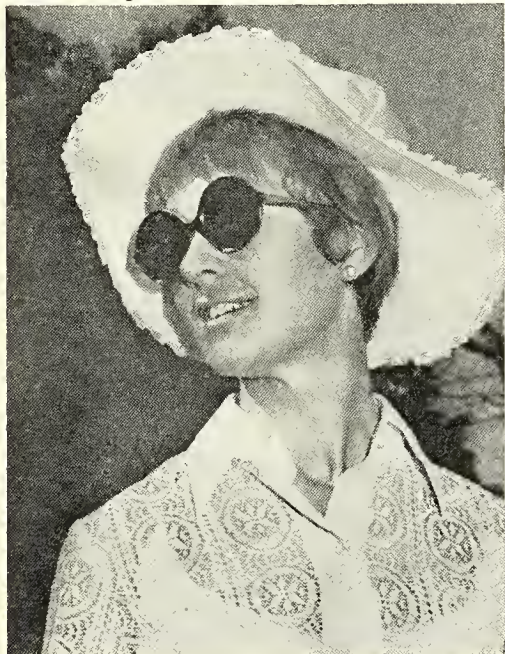
PROMOTIONS

Polaroid sunglasses advertising campaign to be biggest ever

Polaroid sunglasses advertising in 1970 will be the "biggest ever." About £125,000 will spread television commercials throughout Britain from mid April to the end of July. The 1969 "swimming pool" commercial is being backed up by another new one so that two different commercials will appear on the UK network.

There is to be an average of 16 peak time transmissions from each ITV station to reach 80 per cent of the population and be seen by each viewer at least seven times on average. Additionally Polaroid (UK) Ltd are advertising 11 times in the *Daily Express*, which reaches 11 million readers.

The 1970 collection of Polaroid sunglasses is also the "largest ever." There are 47 different clip and sunglass models, featuring 94 colour variations including a new low-price model at 25s placing



Halo, one of Polaroid's high fashion sunglasses fabricated in Alurium a high strength lightweight alloy exclusive to Polaroid

Polaroid for the first time in the price bracket where about 1.8 million sunglasses are sold. At the other end of the scale a new VIP range of four Alurium models provide an opportunity of extending into the high quality over-£5 sunglass market.

Free blades and money off

By posting an empty economy size Ingram lather shave carton to Bristol-Myers, purchasers can receive free five stainless steel razor blades; three blades will be sent to purchasers of the large size carton.

Reductions of 1s and 6d are being offered for a limited period on the economy and large size Ingram cool brushless shaving cream. (Bristol-Myers Co Ltd, Stonefield Way, South Ruislip, Middlesex.)



Charity card promotion for nappies

Golden Babe nappies and the Save the Children Fund are being linked in a "unique" joint promotion for the coming Christmas.

The scheme enables consumers to purchase Save the Children Fund Christmas cards at a reduced price. Not only are consumers able to save money on their cards, but the Fund benefits from an additional donation from Golden Babe.

Every pack of Golden Babe napkins is flashed "Double benefit for the Save the Children Fund Christmas offer. Leaflet inside." Consumers can purchase one dozen cards for 4s, a saving of ninepence.

The promotion is being supported by full-colour display material including window stickers, shelf strips, headers and counter cards. (Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8.)

Efferdent coupon offer

Lambert Chemical are launching a ninepenny coupon offer for their denture cleanser, Efferdent. Three and a half million coupons will be distributed, door to door, in the London Television area, reaching over 80 per cent of all homes.

The coupon was successfully tested in the Midlands in March, more than doubling Efferdent's market share in the area during the "coupon" period. (Lambert Chemical Co Ltd, Eastleigh, Hants.)

Delrosa bids for child safety

Scott and Turner are linking Delrosa rose hip syrup with child safety in a big promotion starting in October.

Special 6- and 12-oz packs with flag labels offer Glo-strip safety arm bands at 3s 11d a pair including postage and packing, to mothers of school children.

The offer is featured on both Delrosa flavours. It is supported by in store display material, including headboards, dumper, counter units and leaflets. (Scott & Turner, 2 St. Marks Hill, Surbiton, Surrey.)



ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands

Anadin : Ln, M, Y, Sc, WW, So, NE, A, U, CI

Andrews : All except M, Lc, Y, Sc, So, A
Askit : Sc, B, G

Bellair : Ln, M

Brylcreem : All except NE

Cleen-o-pine : All except Lc, E, CI

Disprin : All except A, B, G, E

Fore : Lc, Y

Juicets : Y

Macleans : All areas

Steradent : All except M, WW, U, P, G, E

DENTAL CARE

Selling more toothpaste in the pharmacy

Bright modern premises offering a full range of brands in self-selection units, and with all the latest promotions and up-to-date merchandising techniques in operation. That's today's Mr Average Chemist . . . or is it?

Unfortunately, the answer is in many cases "No," and the image the general public has of the chemist tends to be less complimentary to the profession.

The reason, it would seem, is very simple. Mr Average Chemist is getting out of touch with his consumer market and the modern merchandising facilities that are available to him.

The result is that he is losing out to the supermarkets, grocers and other stores which are taking a growing slice of the market that should be his. The toiletries range is the classic example of this, and toothpaste, in particular, provides an excellent illustration of the point.

UK toothpaste sales continue to drift away from the chemist's shop. *And yet practically every toothpaste user visits a pharmacy at frequent intervals. Loss of business is not therefore due to any lack of potential buyers.*

Impulse buying

Other retail outlets claim the lion's share of the toothpaste market largely due to their willingness to harness modern selling methods, which encourage impulse buying. And research has shown that toiletries are particularly subject to impulse buying.

Toothpaste purchases in fact come close to the top of the list, so to regain these sales the chemist has to take advantage of the hard facts about the consumer market and apply them with up-to-date merchandising.

There is a remarkable degree of loyalty to specific brands and sizes of toothpaste, so that consumers are prepared to shop around to get their particular choice.

About a quarter of all supermarket shoppers go regularly to a chemist because the big store doesn't carry the full range of health and beauty aids. This is where chemists score because, as a rule, they do offer a good range. But this advantage is counter-balanced by a tendency among shoppers making purchases in chemists' not to buy their toothpaste there.

Why? Because nearly a third of chemist customers are very price-conscious and follow money-off offers keenly. The availability of promoted packs could go a long way in reversing this trend.

The 16 to 34 age group among consumers provides another pointer for the chemist. About 10 per cent of the shoppers in this bracket buy their toothpaste from supermarkets—but twice as many buy from the chemist shops. Obviously this is a section of the public

which needs to be encouraged, for lasting gains could be made here.

Appreciation of the changes in, and these facts about, the consumer market are only half the solution for the chemist looking for higher toothpaste sales. Exploiting that knowledge is the next step.

Again there are research results to indicate the way with six points for the best results.

Bright modern premises are an obvious encouragement to the consumer and well laid out self-selection units stimulate much impulse buying. Proof of the effectiveness of this comes from a Gibbs Proprietaries' spokesman, who said: "Self-selection shops are taking bigger and bigger quantities from us." Increased sales resulting from these units are not limited to toiletries, as a London suburban chemist recently discovered. He completely modernised his premises, installing full self-selection systems, and has established a 10 per cent increase in total turnover.

Price conscious

The chemist who carries a full range of toothpaste also stands to gain considerably, for he can frequently beat the supermarkets, with their fixed smaller ranges, at their own game. But, like his customer, the chemist needs to become more price-conscious and think in terms of the competition and of the opportunities offered by the manufacturers.

Promotions by manufacturers provide only some of these opportunities for the chemist to win increased toothpaste sales, for he can exploit the wealth of experience and talent which goes into these profit-making projects.

Bright displays of every type when given the correct position in the premises can help to push up sales, for the shopper will buy when the price is right.

All too often Mr Average Chemist fails to do this and well thought out displays are pushed into poor sites or not even accepted. When one thinks of the thousands of pounds spent in advertising many of these promotions on television, it's obvious that the chemist can only gain by using these displays—he has manufacturers working overtime for him in fact.

Positive brand-by-brand control of stocks in relation to sales is a further application of modern merchandising which every chemist should have adopted by now. For this is a standard practice of modern business and can be directly linked with increased profits.

Advice on all of these points is available from manufacturers like Gibbs.

"We can provide advice on shelf layout and design for any premises," said a Gibbs spokesman. "Guide lines for stock selection and brand leaders are also on tap for the chemist, and we can supply first-class multi-purpose units to ensure good promotion of sales."

Continuous progress

Modern marketing methods, like our modern society, are constantly advancing—and in too many instances the chemist has not kept up to date. The opportunities and advice are there for him to exploit.

Put your display cards on the table

Is a sales increase through display a mere salesman's pipe dream? All that high-pressure talk about "fast-moving consumer goods," "counter space," "free-standing merchandising units" — above all, that hardy perennial slogan, "Display it well and see it sell" — what does it all add up to in practical terms?

Market research may "prove" this, and market research may "prove" that, but the fact that an intelligent use of shop facilities, combined with a judicious selection of the better-quality merchandising aids, *can* make a substantial difference to consumer offtake is indisputable. One has only to look at the more successful supermarkets to realise that the plaudits of the salesman cannot be entirely ignored.

One of the problems facing the pharmacy of today is the sheer proliferation of branded goods available to the general public — all of them, of course, "heavily backed by massive advertising programmes" and consumer competitions that are "bound to create a huge demand." Not to mention special discounts, bonus offers, premium offers, self-liquidating offers, 3d, 4d, 5d, 6d, and 1s off offers. Against this overwhelming promotional flood, what can actually be done by the pharmacist so that he himself may benefit.

Advertising really does matter. If a manufacturer can provide convincing evidence, in detail, that he is conducting a "massive campaign," then you can take advantage of it by arranging a display of his advertised goods *at the same time*. Press and television advertising needs the support of point-of-sale reminders to really effectively stimulate purchases.

But display is not just a matter of putting one bottle somewhere on a shelf. It means a deliberately created area, a *mass* display sited to catch the customer's eye, either in the window or on the counter. Better 20 bottles of a currently advertised line than 20 different packs of lines for which there is only an occasional seasonal request by the elderly.

Select for display

You cannot adequately display everything you stock. Select those lines you want to push, bearing in mind the impulse purchaser. Customers can easily get "pack drunk." Pay particular attention to window displays. The woman in the street is as much a customer as the woman in the shop. Be colour-conscious. Use pack colours as a means of compelling the customer's attention. That's why colour was used by the manufacturer!

Don't always throw showcards, stickers and the like straight into the wastepaper basket. Select those that will appeal to your customers — and use them. After all, they're free.

Study your customers' wants in detail — and take advantage of your knowledge and expertise. That way lies profit. Arrange product groups logically — and label them: cosmetics, pharmaceuticals, photographic, baby goods, etc. If possible, al-

continued overleaf

ways use *moving* sales aids. Movement is as important as colour; it attracts the eye and acts as a salesman for you.

Always place the pack alongside its display piece. No design or photographic skill can sell as well as the real thing. Get the customer to handle the product and you are more than half way towards a sale.

Those are ten suggestions. Simple maybe, certainly not original, but practical and sound. There is no opportunity now to go into too much detail, but it may help to consider one product and see how the precepts advanced above stand up to the test.

Let us consider toothbrushes. Familiar enough the general toothbrush situation: unexploited market, poor "repeats," a number of individual brands, one dominant market leader, not much brand awareness, not much advertising.

It's an unpromising situation — and you can't refuse to stock toothbrushes. But take heart, for two things are happening in the toothbrush market that could give you a good opportunity.

Social evils

The Government and the dental profession are becoming increasingly alarmed at dental decay throughout the country, especially among children. The awareness is good, for not only is it an awareness of the social evils of dental decay but it is also a strong incentive for the public to shake off its toothbrush-complacency and get to grips with a personal problem, the remedy for which lies partly in their own hands.

One company in particular is currently very active in this field — Wilkinson Sword. Since taking on the UK distributorship of Jordan toothbrushes, Wilkinsons have brought to bear the full weight of their marketing experience, knowledge and expertise. Nor will they be satisfied with "peanuts" by way of a market share.

And Wilkinsons are backing it all up with appropriate advertising. Not timid, general claims that will not cut any ice with the most enthusiastic toothbrush buyer, but bold, striking and challenging claims that have been skilfully placed in advertising media that toothbrush buyers are known to read.

Perhaps there's nothing very new about all this — except that Wilkinsons have had the wit to recognise that the marketing techniques favoured by the "big consumer goods boys" are no less applicable in the relatively much smaller toothbrush market.

Do not overlook all this when it comes down to a practical level in your pharmacy. If you do, you throw away money — your money. All this marketing effort comes to a climax on your counter. Maybe you won't have room for ten Jordan display units, but if you can't use five you'll be reducing your chances of profit.

For of one thing you can be certain: customers coming in to you will be intending to ask for Jordan. What your display needs to do is to eliminate the risk that, because of the distractions of all the other lines you stock, they may forget — and then get their Jordan toothbrush elsewhere. That would be your loss.

TRADE NEWS

Infamark try again with a 'six point' plan

Infamark Ltd have revised their scheme for supplying samples of baby products to expectant mothers through chemists' shops and have produced a "six point marketing plan" for 1970.

The Mother-to-be Service will concentrate on three areas — London and south-east England; east and west Midlands; and the north-west and Yorkshire.

Target for the distribution of the Mother-to-be boxes in 1970 will be 50 per cent of the birth rate in each area, not as in the preceding campaign 80 per cent.

There will be three packing periods during the year for each area. Advertising to the public will begin in February in the south-east region, March in the north-west and April in the Midlands and subsequently at three-monthly intervals.

A merchandising team will cover each area during each of the three distribution periods in the area to ensure maximum distribution and display and to inform chemists and assistants about the service.

Each distribution will be supported by substantial cooperative Press advertising. On Southern Television it is planned to use 60-sec peak-time spots.

Books of vouchers may be included in the box by manufacturers wishing to encourage repeat sales.

In conjunction with Retail Audits Ltd the Mother-to-be Service will supply manufacturers with retail audit figures for products included in the gift boxes.

Consumers will be required to fill in a control card which will provide statistical information available to all participants.

Vestric Ltd will continue to supply the boxes to chemists, who may order according to their requirements. Infamark claim that 70 per cent of chemists, excluding Boots, Ltd, are taking part in their current scheme in the Midlands.

Packing for the first box for the south-east region begins on November 17 and manufacturers have until November 1 to decide whether to participate. Distribution to chemists begins January 1, 1970.

Distribution change

The Albion Soap Co Ltd have appointed David Mayrs Ltd, Dargle Road, Drumcondra, Dublin 9 as their agents and sole distributors for Simple soap in the Republic of Ireland.

New 500 pack

BDH Pharmaceuticals Ltd, Birkbeck Street, London E2, state that Marevan 1 mg tablets are now available in a new pack of 500. (47s 6d.)

Tablets still available

Brocades (Great Britain) Ltd, Trend House, Pyrford Road, West Byfleet, Surrey, say Cyclospasmol tablets are still available as well as Cyclospasmol 400 mg capsules.

Still available

P. H. Danning Ltd, 316B Richmond Road, Twickenham, Middlesex, state that Si-Ko toothpaste is still available until further notice from branches of Sangers Ltd.

Change of distributor

Airkem (Export) Ltd announce the appointment of Jeyes-Parozone Sales Ltd, 31 River Road, Barking, Essex, as their new distributor for Airwick Products.

Orbenin 500 mg. capsules

Beecham Research Laboratories announce the introduction of Orbenin capsules 500 mg. The capsules are available in packs of 50 and 250 and will be overprinted "Orbenin 500". Orbenin capsules 250 mg, previously overprinted "Orbenin," will now be overprinted "Orbenin 250".

New Wash'n Dye shades

Dylon's Wash'n Dye is now available in three popular new shades: Windsor purple (No. 15), Kingfisher (No. 33) and Tangerine (No. 39). To keep the current Wash'n Dye range of colours to the popular basic dozen, Brandy brown (No. 31), Parma violet (No. 42) and wine (No. 43) are being discontinued. The price remains unchanged. (Dylon International Ltd, Sydenham, London SE26.)

Bonus offers

J. L. Perl Ltd, 8 Esterbrooke Street, London SW1. Sauna foam bath six invoiced as five during September and October.

Fennings Pharmaceuticals, Hurst Road, Horsham, Sussex. Fennings gripe mixture 12 invoiced as 10 (during October).

Roberts Windsor Ltd, 14 Pall Mall, London, SW1 say a minimum carriage paid order value of £15 (exclusive of purchase tax) applies for orders executed by the company. Packs as published in the price lists will remain the same, and invoices will be subject to a 2½ per cent cash discount for settlement within 28 days.

Golden Ltd, Berkeley Square House, Berkeley Square, London W1, Elnett Satin hairspray 12 invoiced as 11.

MacDonald of Manchester, Portland Mill, Ashton-under-Lyne, Lancs. MacDonald cotton wool 72 charged as 66. On 16 oz. Babyline may be substituted until November 15.

Cussons Sons & Co Ltd, Kersal Vale, Manchester M7 OGL. Reflections, Blue Hyacinth, Apple Blossom and Fascination talcum 12 invoiced as 10 (until October 25).

Pharmaceutical Specialities (May & Baker) Ltd, Dagenham, Essex. Phensedyl cough linctus 125 ml, Tixylix children's cough linctus 125 ml 10 invoiced as nine. (Until February 28, 1970.)

COMING EVENTS

Monday September 29

Enfield Chemists' Association, Postgraduate medical centre, Chase Farm Hospital, Enfield, at 7.45 pm. Film evening.

Nottingham Branch, Pharmaceutical Society, 64 St James Street, Nottingham, at 8 pm. Mr J. M. T. Ross, chief pharmacy superintendent, Boots Ltd, and members of his staff on "The Medicines Act 1968."

Tuesday September 30

Cardiff Pharmacists' Association, Welsh School of Pharmacy, Cardiff, at 7.30 pm. Talk by Aneurin Talfan Davies, head of programmes, B.B.C. Wales.

South-east Wales Branch, National Pharmaceutical Union, Hancock's restaurant, Treforest Trading Estate, Cardiff, at 7.45 pm. Dr Nam, consultant psychiatrist, on "Behaviour Modification—Advances in Psychotherapeutic Treatment."

West Hertfordshire Branch, Pharmaceutical Society, St Michael's Manor hotel, Fishpool Street, St. Albans, at 7.30 pm. Dr J. Gilruth on "First Aid and the Pharmacist."

Wednesday October 1

Cambridge and Huntingdon Branch, Pharmaceutical Society, University Arms, Cambridge, at 8 pm. Speaker Dr Bragg, head of Leicester School of Pharmacy.

Enfield Chemists' Association, Firs Hall, Winchmore Hill, at 7.30 pm. Dinner and dance.

Huddersfield Chemists Association, Whiteley's cafe, Westgate, Huddersfield, at 7.30 pm. Informal dinner and dance.

Scottish Pharmaceutical Federation, Tree Tops hotel, Aberdeen, at 3 pm. Annual meeting. Principal speaker Mr John Reed, chairman, N.P.U., on "The Financial and Economical Aspects of Running a Pharmacy."

Thursday October 2

North Staffordshire Branch, Pharmaceutical Society, Ladies' Group, High Croft, Totman-slow, at 7.30 pm. Coffee evening. Admission 1s 6d.

Pharmaceutical Society of Great Britain, Society's House, 17 Bloombury Square, London WC 1, at 7 pm, "Fertility Drugs" by Dr G. I. M. Swyer.

Edinburgh Branch, Scottish Pharmaceutical Federation, Lecture hall, Pharmaceutical Society, York Place, Edinburgh, at 8 pm. Mr John Reed, chairman, NPU, on "The Financial and Economical Aspects of Running a Pharmacy."

Society of Cosmetic Chemists, Royal Society of Arts, 6 John Adam Street, London WC 2, at 7.30 pm. N. J. Butler, Galloway & Barton-Wright, on "Deterioration of Cosmetics."

Saturday October 4

International Congress of the History of Pharmacy, Aosta, Italy, Until October 10.

Wembley Branch, Pharmaceutical Society, Kingsbury Veterans' Association club room, Roe Green Park, Kingsbury Road, NW 9, at 8 pm. Meeting.

Sunday October 5

Irish Pharmaceutical Congress, Limerick. Until October 8.

Shropshire and Montgomeryshire Branch, Pharmaceutical Society, Angel hotel, Broad

Street, Ludlow. Sunday lecture meeting at 10.30 am. "Antifertility Agents" by R. Best; —"Drugs in the Treatment of Depression" by Dr P. S. J. Simpson; —"Hypertension," by Dr M. D. Day.

Wessex Region, Pharmaceutical Society, Guildhall, Winchester, at 10 am. Mr D. F. Lewis on "Pharmacy in the Seventies" and Mr K. Light (general practice); Mr T. Marns (industry); Mr D. F. Smith (hospital) and Miss C. McAlister (student) on "The Practice of Pharmacy in the Seventies."

TRADE MARKS

Applications advertised before registration
Trade Marks Journal September 4, No. 4749

Mary Quant PM, Mary Quant AM, B895,728-29, by Mary Quant Cosmetics Ltd, Surbiton, Surrey. For non-medicated toilet preparations; cosmetic preparations, soaps, perfumes, preparations for the teeth and hair and toilet articles (3)
Fixif, 919,354, by NV Chefaro Maatschappij, Rotterdam, Holland. For soaps, perfumes, perfumed non-medicated toilet preparations and cosmetics and preparations for the hair (3)
Aquagela, B921,671, by Top-Piece Ltd, Sowerby Bridge, Yorks. For preparations for the hair and for the treatment of wigs and hair pieces (3)
Clairoline, 924,111, by Clairol Inc, New York, USA. For non-medicated toilet preparations; perfumes, eau-de-Cologne, toilet waters; cosmetic preparations; and preparations for the hair; but not including soaps or essential oils (3)
Oso, 929,518, by Gretna Laboratories Ltd, Burnley, Lancs. For detergents (not for use in industrial or manufacturing processes). (3)
Almay Pure Beauty, 933,890, by Schieffelin & Co, New York, USA. For perfumes, cosmetics, soap and non-medicated toilet preparations (3)
Guru, 933,892, by J. B. Williams Co Inc, New York, USA. For cosmetics, non-medicated toilet preparations, perfumes; soaps; and preparations for the hair (3)
Santenne, B922,656, by Santen Seiyaku KK, Osaka, Japan. For medicinal and pharmaceutical preparations and substances; and eye lotions (5)
Dicurane, 926,384, by CIBA Ltd, Basle, Switzerland. For chemical preparations for killing weeds and destroying vermin (5)
Check, B927,199, by Care Laboratories Ltd, London W 1. For deodorants (5)
Freskaseltzer, B927,519, by Beecham Group Ltd, Brentford, Middlesex. For pharmaceutical preparations and substances, all containing seltzer water or for use in making seltzer water (5)
Rexsol, 928,048, by Vantorex Ltd, Loughborough, Leics. For medicated preparations for use in the treatment of sunburn (5)
Exrel, 929,944, by Chas. Pfizer & Co Inc, New York, USA. For pharmaceutical and veterinary preparations and substances (5)
Eesiban, B930,583, by E. Sallis Ltd, Basford, Nottingham. For elasticated stockinette surgical bandages (5)
Dr Scholl's, (device) B933,183, by Scholl Mfg Co Ltd, London EC 1. For pharmaceutical substances; medical and surgical plasters; material prepared for bandaging; and surgical dressings (5)
Vlinderco, 934,069, by NV Preservenbedrijf, Breda, Holland. For dietetic foods, invalids' foods and infants' foods (5)
Antepsin, 936,078, by Chugai Seiyaku KK, Tokyo, Japan. For drugs for prophylactic use in connection with gastric and duodenal ulcers, acute and chronic gastritis and with hyperacidity and for the treatment of such ailments (5)
Sociatil, 938,019, by CIBA Ltd, Basle, Switzerland. For pharmaceutical preparations and substances for human and veterinary use (5)
Kloref-S, 938,959, by Cox Continental Ltd, Hove, Sussex. For pharmaceutical preparations and substances (5)
Parentrovite, 939,280, by Vitamins Ltd, London W 6. For pharmaceutical and veterinary preparations (5)
Fermognost, 939,505, by Veb Arzneimittelwerk Dresden, Radebeul, Germany. For biochemical preparations for diagnostic purposes (5)
Dantamacrin, 940,693, by Norwich Pharmacal Co,

Norwich, New York, USA. For medicinal, pharmaceutical and veterinary preparations (5)

Amerse, 940,858, by W. R. Grace & Co, New York, USA. For disinfectants (5)

Rollei-Strohomatic, 928,982, by Franke & Heidecke GmbH, Braunschweig, Germany. For photographic and optical apparatus and instruments, all incorporating intermittent light sources; cinematograph apparatus and instruments; and parts and fittings (9)

Aristocrat, 930,165, by Combined Independents (Holdings) Ltd, London W 1. For electrically heated blankets (10)

Vestric, 938,570, by Vestric Ltd, Runcorn, Ches. For surgical, medical, dental and veterinary apparatus and instruments (10)

Plusmatic, 920,954, by Paul-Plus Ltd, Newcastle-under-Lyme, Staffs. For photographic prints, photographic dry mounting apparatus and photograph stands (16)

Trade Marks Journal September 10
No. 4750

Moonmist, 933,945, by Cussons Sons & Co Ltd, Kersal, Manchester. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils, all being goods for sale in the United Kingdom (3)

Tom Cat, 934,539, by Tom Cat Prods Inc, New York, USA. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, shampoos, soaps and essential oils (3)

BTZ (device), B914,040, by J. R. Geigy AG, Basle, Switzerland. For pharmaceutical preparations for human and veterinary use; sanitary substances, medical and surgical plasters, material prepared for bandaging, disinfectants and antiseptics (5)

Pulmadil, 930,704, by Vantorex Ltd, Loughborough, Leics. For pharmaceutical products in liquid and tablet form and having sedative and antihistaminic properties, for use as bronchodilators (5)

Rexona Help, 932,695, by Unilever Ltd, Birkenhead, Ches. For deodorants and anti-perspirants (5)

Sandogestic, 933,999, by Sandoz Products Ltd, Horsforth, Leeds. For pharmaceutical products (5)
Scope (device), B934,191, by Procter and Gamble Ltd, Gosforth, Newcastle upon Tyne. For medicated mouthwashes (5)

Aculin, 934,490, by Berkeley Group of Companies Ltd, London W1P 6BU. For medicated ointments (5)

Cougar, 935,899, by Yardley & Co Ltd, London W 1. For deodorants (5)

Caloreen, 936,021, by Jeremiah Milner, Liverpool. For pharmaceutical preparations and substances (5)

Brocasa, 936,546, by NV Koninklijke Pharmaceutische Fabrieken v/h Brocades-Stheeman & Pharmacia, Amsterdam, Holland. For medicated preparations for the treatment of conditions of the skin, scalp, nails, teeth and of the throat; disinfectants, insecticides, germicides, and preparations for purifying and freshening the air (5)

Motival, 936,737, by E. R. Squibb & Sons Ltd, Twickenham, Middlesex. For tranquilising and antidepressant pharmaceutical preparations (5)

Meruvax, 936,790, by Merck & Co Inc, Rahway, New Jersey, USA. For medical and pharmaceutical preparations and substances for human and veterinary use; sanitary substances (5)

Enterodyne, 937,746, by International Generics Ltd, Lancing, Sussex. For pharmaceutical preparations and substances, all for use in the treatment of intestinal ailments (5)

Benylin, Benylin DM, 938,790-91, by Parke, Davis & Co, Detroit, Michigan, USA, and Hounslow, Middlesex. For pharmaceutical preparations and substances for human and veterinary use (5)

Gripenin, 941,088, by Beecham Group Ltd, Brentford, Middlesex. For pharmaceutical, veterinary and sanitary substances and preparations (5)

Salterbird, B926,583, by George Salter & Co Ltd, West Bromwich, Staffs. For spring balances and spring weighing machines (9)

Vestric, 938,569, 938,571, by Vestric Ltd, Runcorn, Ches. For scientific, electrical and electronic apparatus and instruments, photographic, cinematographic, optical apparatus and instruments etc (9) and for small domestic utensils and containers (not of precious metal or coated therewith); brushes; combs; sponges; non-electric instruments and materials, all for cleaning purposes; hot water bottles etc (21)

Readiflex, B924,759, by Parke Davis & Co, Detroit, Michigan, USA, and Hounslow, Middlesex. For elastic bandages (10)

MARKET NEWS

Pepper prices rise sharply

London, September 24: A sharp rise in the prices quoted for peppers was a feature of a generally quiet week in the crude drugs market. White Sarawak, which had been firm at 3s 10½d lb spot last week, was quoted at 6s 6d and prices were still fluctuating from day to day. The shipment price moved up from 3s 7d to 6s 4½d while the black variety was 4s 2½d against 2s 10½d.

Last week's forecast that celery seeds might pass the 1,000s cwt mark is confirmed with shipment now quoting at 1,050s cwt. Other seeds generally remained firm. Alleppy green cardamoms were 2s lb higher for shipment and turmeric moved forward by 25s cwt to 360s cif. Spot quillaia is now almost cleared and there are at present no shipment offers.

There were few changes among essential oils but Madagascar clove leaf and lemongrass were easier in both positions.

Pharmaceutical chemicals

Acetic Acid: (12-ton lots in bulk per ton), BPC glacial £85; 98-100 per cent; £78, 80 per cent grades; technical £68; pure £74.

Acetylsalicylic acid: (Per kg) 1,000-kg 9s 2½d; 250-kg, 10s 0½d.

Amylobarbitone: BPC 68s 6d kg for less than 100-kg lots; sodium 78s 6d.

Barbitone: 50-kg lots 52s kg; sodium 52s.

Borax: BP grade, 1,000-kg in paper bags, delivered; granular £57 15s, crystals £62 5s; powder £62 5s; extra fine powder £63 5s; anhydrous £71 15s; pentahydrate £61 10s.

Bromides: Crystals (per kg).

	Under 50 kg	50 kg	250 kg
	<i>s d</i>	<i>s d</i>	<i>s d</i>
Potassium*	6 11	6 4	6 1½
Sodium	6 11	6 4	6 1½
Ammonium	7 10	7 3	6 11½

*Powder 4d kg more.

Butabarbital: 50-kg 107s 6d kg; sodium 120s.

Butobarbitone: BPC 86s per kg for less than 100-kg lots.

Cyclobarbitone: Under 25 kg 75s per kg; calcium 75s kg.

Ergometrine maleate: (Per g) 5 g 144s; 10 g 138s.

Gallic acid: BP 12s 6d per lb for 1-cwt lots; 5-cwt 12s 3d lb.

Hippuric acid: 10-kg lots 27s 6d kg.

Hydroquinone: 1-cwt lots 10s per lb; 1-ton 8s 6d.

Isoprenaline sulphate: 5-kg 273s kg.

Lithium salts: (1-cwt lots) carbonate 5s 9d lb; chloride granular 10s 1d; powder 10s 2½d; hydroxide 6s 5½d.

Methadone hydrochloride: Subject to D.D.A. regulations 2s 6d per g for 100-g lots.

Methylphenobarbitone: BPC 78s 3d per kg for under 25-kg lots.

Narcotine: Alkaloid and hydrochloride 300s kg.

Oleic acid: BP £171 per ton delivered.

Opiates: Home trade prices (per kg) (subject to D.D.A. Regulations):

	1 kg and over	Under 1 kg
	<i>s d</i>	<i>s d</i>
Codeine		
alkaloid.....	2,225 0	2,260 0
hydrochloride.....	1,957 0	1,992 0
phosphate.....	1,709 0	1,744 0
sulphate.....	1,957 0	1,992 0
Morphine		
acetate.....	2,046 0	2,081 0
alkaloid.....	2,469 0	2,504 0
hydrochloride.....	2,063 0	2,098 0
sulphate.....	2,063 0	2,098 0
tartrate.....	2,416 0	2,451 0
Ethylmorphine		
alkaloid.....	2,540 0	2,575 0
hydrochloride.....	2,204 0	2,239 0
Diamorphine		
alkaloid.....	2,417 0	2,452 0
hydrochloride.....	2,222 0	2,257 0

Paraffins: (In 6-drum lots, per ton) Liquid BP £114 7s 6d; light, £96 5s. Technical white oils; heavy, £101 5s; light £87 15s. Drums charged and returnable. Soft: white £110-£131 tons and yellow, £79-£107 5s. All in non-returnable drums delivered.

Pentobarbitone: Less than 100-kg lots 93s per kg for acid and 98s for sodium.

Pethidine hydrochloride: Subject to D.D.A. regulations, 5-kg lots are in 300s kg.

Phenobarbitone: 50-kg lots 58s 9d per kg; sodium 68s 9d.

Pholcodine: 8-oz lots 91s 6d per oz (3,227s per kg).

Phosphoric acid: BP (s.g. 1.750); 10-drum lots 161s 7d per cwt; 54-kg lots in bottles 6s 2d per kg.

Potash sulphurated: BPC, 1959, 8s 10d kg in 50-kg drums.

Potassium acetate: (Per lb) 1-cwt lots 3s; 5-cwt 2s 8d; 10-cwt 2s 6d.

Potassium acid tartrate: BPC (per 1,000 kg in bags), 50-kg lots £320; 250-kg £315; 1,000-kg £306.

Potassium bicarbonate: BP powder 110s cwt in 1-4 cwt lots; 105s cwt for 5-cwt and over.

Potassium carbonate: 50-kg kegs 6s 7d per kg.

Potassium chloride: Pure 50-kg sacks, 3s 7½d per kg.

Potassium gluconate: BPC, 1-ton lots 13s 6d lb.

Potassium hydroxide: (Per kg). Pellets, BP 9s 6d; sticks, ½-kg in bottles 30s 10d; technical flake 4s 5½d.

Potassium permanganate: BP in 1-cwt lots 2s 0½d per lb. Technical 218s 6d per cwt; 1-ton lots 207s cwt.

Potassium phosphate: BPC 1949, 50-kg kegs of powder 9s kg; granular 9s 6d.

Potassium sulphate: BPC '49 1s 2d lb.

Potassium thiocyanate: 50-kg lots 14s 7d per kg in kegs.

Pyrogallol acid: 1-cwt photographic crystals 32s 3d per lb.

Quinalbarbitone: Sodium and acid are 99s per kg for less than 25-kg lots.

Salicylic acid: 250-kg 7s 3d kg.

Strychnine: 100-oz lots alkaloid 7s per oz sulphate; hydrochloride 6s.

Tannic acid: BP 5-cwt lots, fluffy 11s 3d per lb; powder 11s.

Tartaric acid: 1,000-kg, in bags delivered £368 10s. Drums plus 10s.

Thioglycollic acid: Basic rates per lb 97.98 per cent, 26-lb packs 15s. 6d; 75 per cent 11s 6d; ammonium thioglycollate 40 per cent, pH 9.3 (24-lb packs), 7s; monoethanolamine thioglycollate, pH 9.9 40 per cent 10s 2d. All carriage paid United Kingdom and subject to purchase tax.

Crude drugs*

Aconite: *Napellus* 7s 6d lb nominal.

Agar: Kobe No. 1, 18s 6d lb, cif; European powder 16s delivered.

Aloes: (per cwt) Cape primes 300s spot, 280s, cif; Curacao 640s spot; shipment nominal.

Balsams (Per lb) **Canada:** Shipment 32s, cif; 33s spot; **Copaiba:** 10s, cif; 10s 6d spot; **Peru:** 13s 6d spot; 13s, cif; **Tolu:** BP 13s; genuine as imported 41s 6d cif.

Belladonna: Leaves 3s 6d lb spot, 3s 4d, cif; herb 1s 10d spot, 1s 9d, cif; root 1s 11d spot; 1s 10d, cif.

Benzoin: BPC, spot £34 to £45 per cwt.

Buchu: 27s spot and cif.

Calumba: Spot 140s cwt; 130s, cif.

Camphor: BP powder 35s kg.

Cardamoms: (Per lb) **Tanzanian** 20s spot; 19s 6d cif. **Alleppy greens** 32s 6d, cif; **prime seed** 37s 6d, cif.

Cascara: Spot 370s cwt nominal, shipment 370s, cif.

Cassia: *Lignea*, broken 505s. cwt spot.

Cherry bark: Thin natural 2s 11d lb spot; 2s 10, cif.

Chillies: Zanzibar 350s cwt, spot; Mombasa 290s.

Cinnamon: Seychelles bark 430s cwt spot; 395s, cif. Ceylon quills (cif), four 0's 7s 5d lb; seconds 5s 4d, quillings 5s.

Cloves: Zanzibar standard 15s 6d lb, cif.

Cochineal: (Per lb). Canary isles forward prices are recommended Peruvian silver-grey 33s, spot; 31s, cif.

Cocillana: Bark 3s 3d lb spot.

Colocynth pulp: Spot 4s 6d lb; 4s 3d, cif.

Cubebs: Spot quoted at 285s cwt.

Dandelion: Root 560s cwt spot, nominal; no forward offers.

Ergot: (lb) **Spanish** 8s 9d; 8s 6d, cif; **Continental** 9s 9d and 9s 6d, cif.

Gentian: Spot 370s cwt; shipment 355s, cif.

Ginger: (cwt) **Nigerian split** 410s; **peeled** 400s spot, 365s, cif. **Jamaican** No. 3 700s spot.

Gums: (Per cwt) **Acacia:** Kordofan cleaned sorts 265s spot; 252s, cif. **Karaya:** No. 2 f.a.q. 435s spot; 415s, cif. **Tragacanth:** No. 1 spot £290; No. 2 £265.

Honey: (Per cwt ex stone). **Australian light amber** 157s, **medium amber** 142s 6d, **Argentinian** 150s, **Canadian** 200s, **Mexican** 145s, **Chinese** 127s.

Hydrastis: 33s lb; 32s cif.

Hyoscyamus: *Niger* 2s 1d lb; 1s 9d, cif.

Ipecacuanha: (Per lb)—**Matto Grosso** spot 55s 6d; 55s, cif; **Costa Rican** spot 64s; shipment (September-October) 60s 6d, cif.

Jalap: **Brazilian** 2s 1d lb spot; 1s 11d, cif.

Kola nuts: **West African** halves 9d lb; 7½, cif.

Lanolin: **Anhydrous** BP 5s 5d to 6s 0½d kg as to grade in 1-ton lots delivered free drums. **Cosmetic** grade 6s 5d.

Lemon peel: Spot and cif, 2s 9d lb nominal.

Liquorice: Root, **Chinese** 90s cwt, spot, **Anatolian** block juice, 250s per cwt.

Lobelia: (lb) **Dutch**, new crop, **November** delivery 4s 3d, cif; 4s 9d spot. **American** 12s 9d, cif; 13s spot.

Lycopodium: **Indian** for **November** delivery 45s lb, cif.

Mace: **Grenada** No. 1 9s 6d, cif.

Menthol: (lb) **Chinese** 38s spot; **October-November** shipment 34s 3d, cif. **Brazilian** 27s spot; 26s, cif.

Mercury: Spot £215-£223 per flask of 76 lb.

Nutmegs: (Per lb, cif). **Grenada** 80s 6s 4d; 110s 5s 4d; defectives 4s 1d; **East Indian** 80s 5s 4d, 110s 4s 10d, bwp 4s 2d.

Nux Vomica: Shipment 110s cwt, cif.

Pepper: Very firm. **Sarawak white** was quoted at 6s 6d per lb spot, 6s 4½d cif, **black** 4s 2½d.

Podophyllum: *Emodi* 425s cwt spot; 360s, cif, **September-October**.

Quillaia: Spot and forward nominal.

Rhubarb: Various grades offered at from 10s to 25s per lb spot.

Saffron: *Mancha superior* 575s per lb.

Sarsaparilla: Spot 5s 9d lb; shipment 5s 3d, cif, both nominal.

Seeds: (Per cwt) **Anise:** **Chinese** star unselected 185s; **Spanish green** 257s 6d, both duty paid. **Caraway:** **Dutch** 172s 6d spot. **Celery:** **Indian** for shipment now quoting at 1,050s cif. **Coriander:** **Moroccan** new crop 100s spot; 96s, cif. **Cumin:** **Chinese** 175s duty paid; **Syrian** 140s, cif. **Dill:** **Chinese** 130s duty paid. **Fennel:** **Chinese** 115s duty paid; 97s 6d, cif (50 kg). **Fenugreek:** **Moroccan** 76s duty paid; 55s 6d, cif. **Mustard:** **English** 57s 6d to 95s as to quality. **Brown** 110s.

Senega: **Canadian** 29s 6d; shipment (new crop) 28s, cif. **Japanese** 20s in bond.

Senna: (per lb) **Tinnevely** leaves spot; **Prime** No. 1, 2s 3d; No. 3 f.a.q. 1s 4d; shipment No. 3 1s 2½d, cif. **Pods:** **Tinnevely** hand-picked, spot 2s 2d; manufacturing 1s 8d. **Alexandria** hand-picked 7s to 9s as to grade; manufacturing forward 1s 11d, cif; spot 2s 8d.

Squill: **Italian** white 210s cwt spot nominal.

Strophanthus: **Kombe** 65s lb spot; 60s, cif.

Styrax: Spot 21s 6d lb; 21s 6d, cif.

Tonquin beans: **Para** 9s lb, cif.

Turmeric: **Madras** finger shipment 360s, cif.

Waxes: (cwt) **Bees:** **Dar es Salaam** **October-November** 725s cif. **Candelilla** 550s spot; 540s, cif. **Fatty-grey** **Carnauba** 350s spot, 330s, cif; **prime** yellow 550s and 510s, cif.

Witch hazel leaves: Spot 4s 8d lb spot; 4s 3d, cif.

Essential and expressed oils*

Almond: Imported 5s lb spot.

Clove: (lb) **Madagascar** leaf 12s, in bond; 12s cif, for **September-October** shipment. **English** distilled bud 66s.

Lemongrass: Spot 57s kg; **September-October** shipment 50s 6d, cif.

Peppermint: (Per lb) *Arvensis*. **Chinese** 10s 6d spot; 10s 6d, cif. **Brazilian** spot nominal; shipment 10s, cif. **American** *Piperita* 42s to 55s, cif. **new crop**. **Italian** 95s.

*Prices obtained by importers or manufacturers ex warehouse for bulk quantities

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Dog Breeder — Wolverhampton

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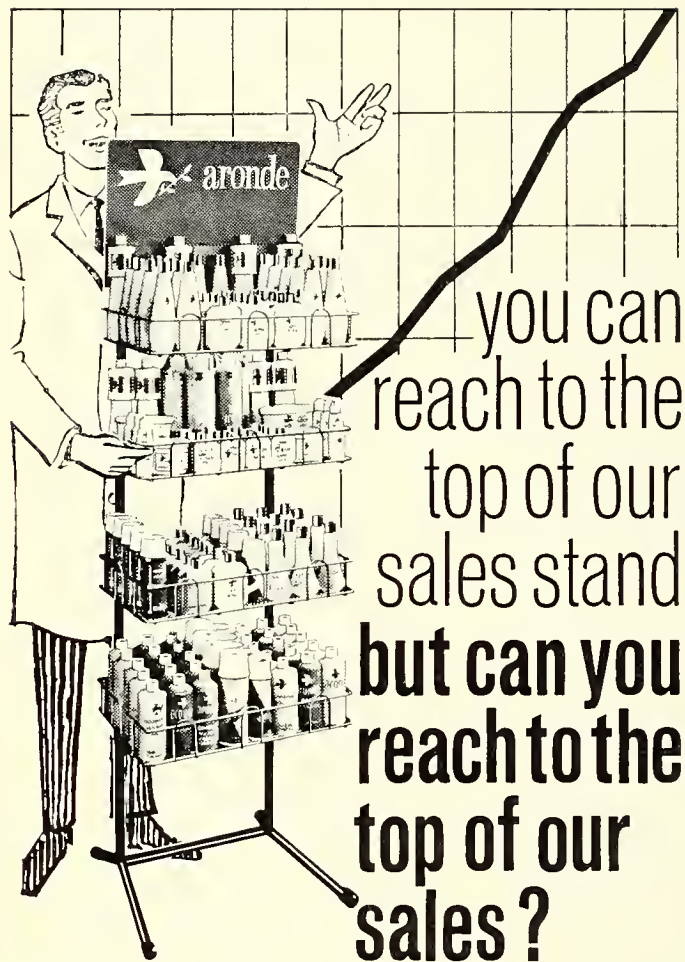
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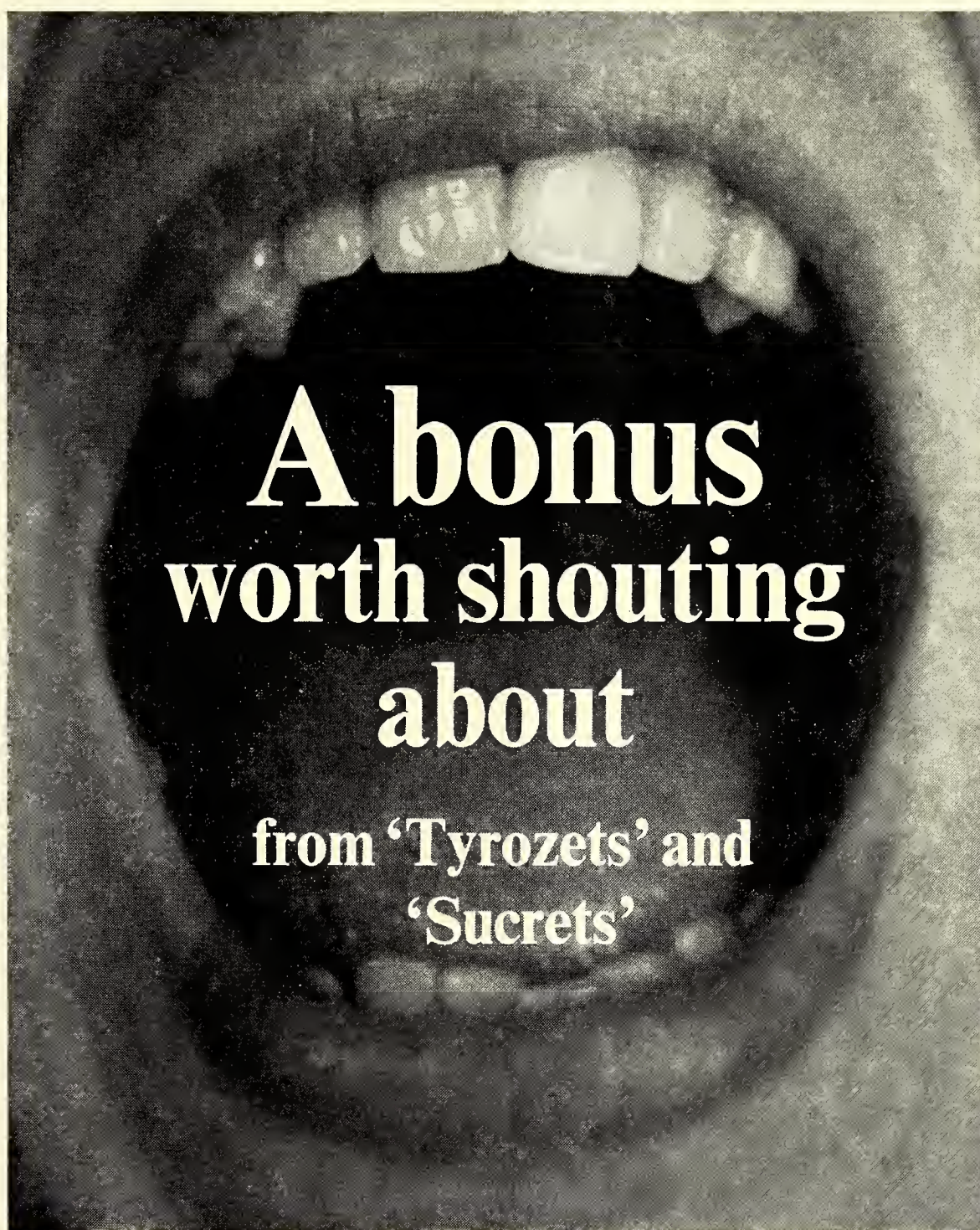
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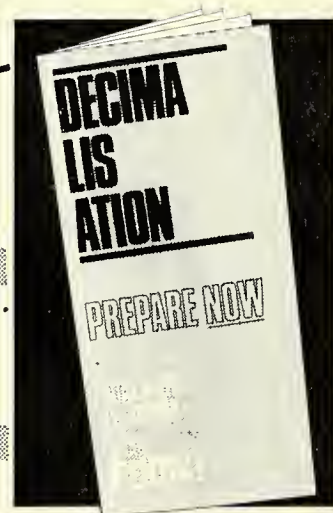
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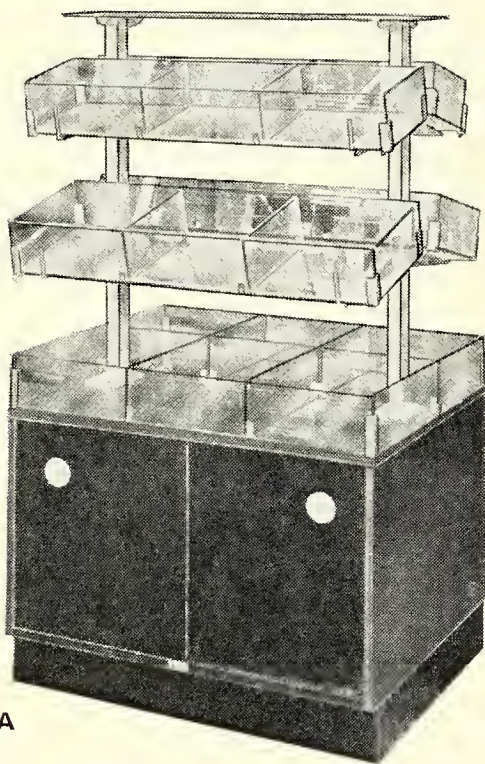
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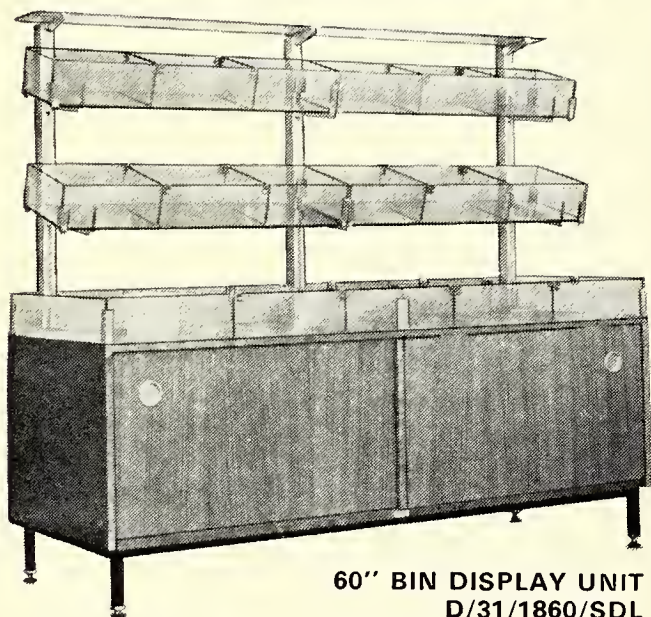
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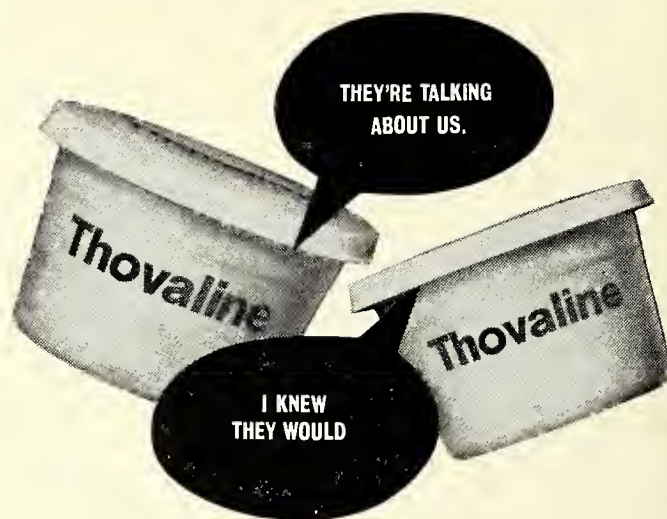
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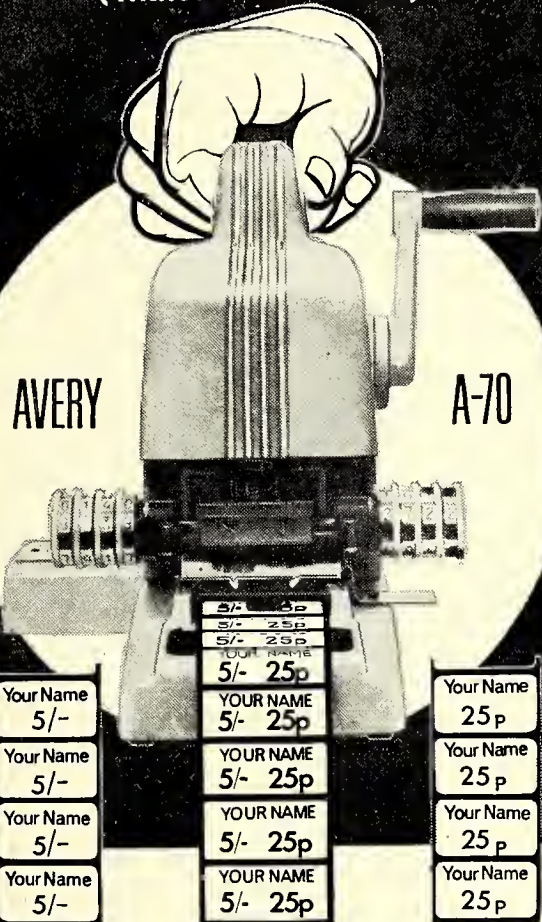
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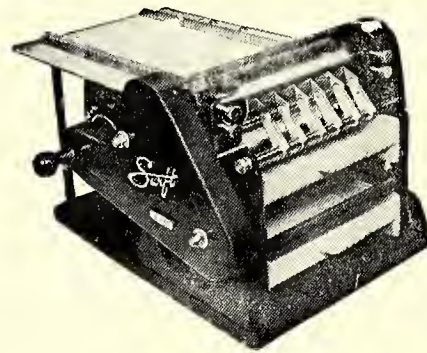
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Further details available from the Group Pharmacist at the Kent and Canterbury Hospital (Canterbury 66877).

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New Southgate Group Hospital Management Committee

FRIERN HOSPITAL

Chief Pharmacist III

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The selected candidate may be required to pass a medical examination.

Applications stating age, educational qualifications and details of previous employment together with the names and addresses of two referees should reach the **Personnel Officer, Bridge House, 152 Pilgrim Street, Newcastle upon Tyne NE1 6SN** by Friday 10th October 1969.

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INDEX TO DISPLAY ADVERTISERS

Allen & Hanburys Ltd	Front Cover	Gas Council	23
Aronde Laboratories Ltd	20	Grosvenor Perfumery Co Ltd	29
Avery Label Systems Ltd	25	Hartley Elizabeth Ltd	7
Beautisales Ltd	Int Edit 14	Haycraft, T. C., Ltd	24
Bristol Myers Co Ltd	Int Edit 19	Heron, John H., Ltd	6
Burrough, James, Ltd	6	Ilon Laboratories Ltd	24
Burroughs Wellcome & Co	Price List 1	Inter-Alia Pharmaceutical Services Ltd	Price List 8
Burroughs Wellcome & Co (Insulin)	2	International Textbook Co Ltd	22
Campbell, John M., Ltd	25	Jerbor Ltd	25
Cannon Rubber Manufacturers Ltd	9	Jeyes-Parozone Sales Ltd	Int Edit 18
Carmen Curler Co Ltd	Int Edit 16 & 17	May & Baker Ltd	30
Carter Bros Ltd	13	Merck Sharp & Dohme Ltd	21
Co-Caps (Coded Capsules)	Price List 3	Newman Labelling Machines Ltd	6
Cox, Arthur H., Ltd	Int Edit 15	Peckford Norman & Co Ltd	22
Crystal Products Co Ltd	15	Scherer, R. P., Ltd	10
Daily Mirror/Siddonia	Int Edit 14	Southalls (Sales) Ltd	11
Daniel, H. E., Ltd	Int Edit 12	Toda Ltd	6
Druker, D. M., Ltd	12	Viking Brew Ltd	8
Dunkelman & Son Ltd	20	White Laboratories	12
Fencolor Laboratories Ltd	20	Young Myers & Co Ltd	25



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Dental care

Supplement to the Chemist & Druggist, September 27, 1969

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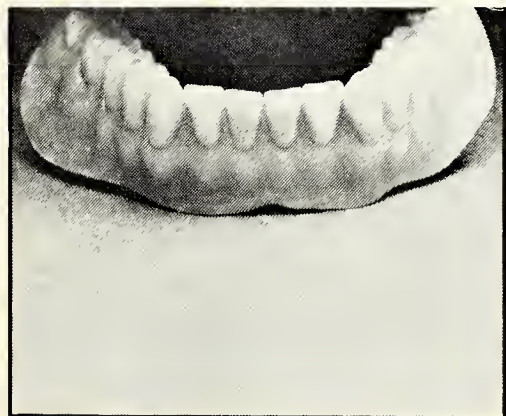


White Laboratories Ltd,
Penarth Street, London, SE15

Dental care



Contents



Fluoride toothpastes and dental decay	3-4
The 'new' disease	5
The toothless ones	6
One sort of lullaby	6
Denture cleansers— a case for expert advice	7
Cigarette tar trapped	8
Even a badger-hair brush	9
Automatic toothbrushes for all the family	10
A step on from brushing	10
Brushing up your profits	10



Fluoride toothpastes and dental decay

'Fluoridation of water supplies at the level of 1 ppm is a highly effective way of reducing dental decay and is completely safe.'

So said the Government's Committee on Research into Fluoridation in a report published in July after a careful study of results achieved so far in the United Kingdom. However, fluoridation of water supplies, although well documented scientifically, is a highly emotional and political subject, and there are many who would prefer to add fluoride to their diets voluntarily than have it forced upon them.

One of the simplest methods of increasing the intake of fluoride is to use a fluoride toothpaste. But what is the scientific basis for claims that they do, in fact, assist in the prevention of dental caries? More work has been done than might be supposed and much of it was

well summarised last year at a symposium presented by the Academy of Medicine of New Jersey in conjunction with the Colgate-Palmolive Research Centre.

Professor Volker, executive vice-president, University of Alabama, opened the symposium by reviewing the history of the knowledge of the role of fluoride in dental disease, pointing out that it was almost one hundred years ago that Dr Magitot suggested the importance of fluoride in preventing dental disease.

The speaker indicated the research work that led to it being established that the topical application of fluoride is effective in reducing dental decay. He concluded: "Once the value of topical application had been established, the tedious and less dramatic but all important task of determining the most effective form of therapy remained. The desirability of developing

Fluoride

continued

an effective fluoride dentifrice was unquestioned. Initially that objective was delayed by problems in formulating toothpastes that assured maximum release of the active ingredient. More recently, it has demanded that the effectiveness of the various fluoride toothpastes be compared."

Professor Bibby, Director of the Eastman Dental Centre, reviewed recent clinical trials in North America into the effects of topical applications by the dentist of stannous fluoride, sodium fluoride and acid phosphate sodium-fluoride solutions. He concluded that none of the salts had been proven superior, but did point out that consistently high reductions were reported in tests of frequent application of fluoride gels.

Professor Bibby then reviewed results published in the past five years of about a dozen clinical tests on fluoride-containing dentifrices and drew the general conclusion that it was possible to compound a number of different types having comparable effects in retarding caries. He did however, indicate that a monofluorophosphate toothpaste gave 27 per cent greater reduction of decayed, missing or filled (DMF) surfaces than a stannous fluoride dentifrice and that if such results could be satisfactorily confirmed it would represent a forward step in the development of caries control by dentifrices.

Recent clinical trials outside North America were reviewed by Professor Duckworth who referred to studies with fluoride tablets, fluoride in table salt or bread and the only three studies of topical fluoride applications outside North America.

He suggested that the waning enthusiasm for topical studies might in part be due to the daunting economic factors needing to be solved before topical applications could be made widely available as a public health measure.

Method of choice

Self-application to the teeth of solution containing fluoride might permit the economic difficulties to be resolved—there have been studies of mouthrinses and brush-on solutions. Both methods have proved successful and Professor Duckworth suggested that the brushing technique could be the method of choice.

The speaker then reviewed the results of twelve clinical trials of fluoride dentifrices, evaluating various fluoride salts in differing abrasive systems. Results ranged from the encouraging, obtained in a single study of a sodium fluoride/acrylic abrasive dentifrice, to the less conclusive, as with a number of tests on stannous fluoride dentifrices.

Tooth staining, said Professor Duckworth, could militate against the acceptability of such a dentifrice for general use. In two large clinical studies the investigators had reported that the stannous fluoride dentifrice was associated with three times as much staining as the con-

trol preparations, whereas monofluorophosphate dentifrice did not increase the level of staining above that found in the control preparation.

Professor Duckworth concluded his paper with the following summary: "It is always difficult to make meaningful comparisons between the results of studies carried out by different teams of investigators working under dissimilar conditions. However, the general trend of the finding reviewed here suggests that it is safe to conclude that fluoride-containing dentifrices will reduce the incidence of new DMF surfaces by about 20 per cent. The clinical significance of this reduction is that the adolescent user of a fluoride dentifrice can reasonably expect to have approximately one half to one fewer carious surface per year. There is no certain evidence that any one fluoride/abrasive system is substantially superior to any other in reducing the incidence of new lesions, although the published data show that dentifrices containing sodium monofluorophosphate do not increase stain on teeth, whereas those containing stannous fluoride do."

Effectiveness confirmed

Dr Volpe, of the Colgate-Palmolive Research Centre, then introduced Professor Thomas and Dr Mergele who were to report the results of three clinical trials previously unpublished and which confirmed the effectiveness of a dentifrice with sodium monofluorophosphate in reducing dental decay.

Dr Volpe outlined the reason why the Colgate-Palmolive Research Centre had chosen to develop a dentifrice with sodium monofluorophosphate as the fluoride of choice. The reasons he gave were:

- More neutral pH than stannous fluoride.
- Greater stability to oxidation and hydrolysis than stannous fluoride.
- Greater compatibility with calcium polishing agents in dentifrice.
- Freedom from stannous fluoride tooth staining.
- Indicated reduction of tooth hypersensitivity.
- Indicated superiority over stannous fluoride dentifrice in caries reduction.

Those reasons resulted in the setting up of a number of clinical trials, the three most recent of which were reported by Thomas and Mergele.

Professor Thomas, University of Alabama School of Dentistry, presented a paper on the effect of a combination of two cariostatic agents on dental decay in children. The double-blind study was carried out in six residential homes in an area where the water did not contain an appreciable concentration of fluoride ions. The subjects, 8-16 years of age, used the dentifrices twice daily under supervision over a two year period. The two experimental dentifrices both contained sodium monofluorophosphate and differed only in foaming agent. Both sodium monofluorophosphate dentifrices showed a reduction in dental decay of about 34 per cent when compared with the control dentifrices.

Dr Mergele, director of dental public health, Houston, reported the results of a

supervised brushing study in state institution schools. Two schools for the mentally retarded and a school for the blind and deaf provided subjects for the study. Since the children were resident the use of the dentifrices could be supervised three times a day. The water did not contain any significant amounts of fluoride.

A total of 686 subjects, 7-21 years of age, completed the study in which a monofluorophosphate, and a stannous fluoride toothpaste were compared with a control. After 22 months the monofluorophosphate toothpaste showed a decay reduction of 21 per cent when compared with the control toothpaste.

Dr Mergele then went on to describe a second study in Houston where the water contains one part per million of fluoride. Toothbrushing was supervised but the children were urged to clean their teeth twice a day at home.

In the study three dentifrices were compared with a control toothpaste. All were commercially-available toothpastes, one a non-fluoride, one a stannous fluoride and one monofluorophosphate. Only the monofluorophosphate toothpaste demonstrated a statistically significant reduction (17 per cent) when compared with the control toothpaste.

Dr Mergele concluded his report by stating: "The investigation of the cariostatic effectiveness of dentifrices among subjects residing in a community with fluoride in the water presents a severe trial since fluoride in the water does such an outstanding job of preventing caries in the approximal surfaces which are the surfaces where dentifrices usually exert their greatest reduction".

The final presentation of the symposium was a summary by Dr Volpe on the clinical findings with monofluorophosphate dentifrices. The studies were those conducted by Professor Møller in Denmark, Dr Fanning in Australia, Professor Ericsson in Sweden and Dr Naylor in England. Seven clinical studies which had run for 22 months to three years were cited and showed statistically significant reductions ranging from 15 per cent to 34 per cent when compared with a control dentifrice.

Ideal formula

Dr Volpe concluded: "A dentifrice containing 0.76 per cent sodium monofluorophosphate and sodium N-lauroyl sarcosinate has been shown to be clinically effective in reducing the incidence of new caries when compared to control dentifrice. In addition, this dentifrice has been shown to be clinically free of stannous fluoride staining problems, to be clinically effective in the treatment of tooth hypersensitivity, and to be clinically superior to a commercially available stannous fluoride-calcium pyrophosphate dentifrice in preventing new caries."

Hypersensitivity of the teeth is a condition that has been with us ever since human beings have been eating prepared foods, as opposed to raw, natural foods.

To explain this condition it is necessary to understand the anatomy of the tooth.

The tooth is a complicated compound of materials (see illustration) outside and above the gum is the crown, made of shining crystalline enamel. With good infant feeding and the right elements in the diet, such as fluorine, the enamel, built before the teeth erupts, can be produced with few, if any, of the faults which in later life allow bacteria to penetrate and cause decay.

Inside the enamel is the dentine, traversed by minute tubules through which nerves run from the central nerve in the pulp, at the heart of the tooth.

Just below the neck, and covering the whole of the root outside the dentine, is the cementum which is structurally similar to dentine.

The pulp consists of a mesh work of nerves and capillaries; it is from here that nerves run through the cementum and dentine. At the junction of the enamel and dentine the nerves come from a thick extremely sensitive mesh. It is this area that hurts most if drilled upon or exposed.

At the neck, the enamel comes to a fine edge which gets worn and brushed away by poor or wrong cleaning. Therefore, when the exposed dentine is touched or sweet/sour liquids are swilled around it, acute pain is experienced. The gum can also be pushed away from the neck by wrong cleaning and again, when the cementum of the root is touched, a sharp pang is felt.

Twenty years ago man did not expect to keep his teeth longer than about forty years, and usually much less. We now keep them much longer. But during this longer period we wear them away much more by attrition, abrasion and incorrect tooth-cleaning procedures. In this way vastly more sensitive areas are produced. This is called the "new" dental disease.

Sufferers cannot eat hot or cold foods and liquids. Cold air or normal brushing can cause actual pain. Pain may be so severe and so regular as to constitute a psychological problem for the patient. It becomes a social problem when matters of youthful appearance and good health seem affected.

This widely spread, but little discussed affliction, is called dental hypersensitivity.

Nearly two thirds of all adult men and women have some or all of their natural teeth and are potential sufferers. Neither age nor sex make any difference.

Research indicates that 31 per cent of men and 35 per cent of women feel sensitivity.

So far as age is concerned:

39 per cent are afflicted in the 16-34 age-group;

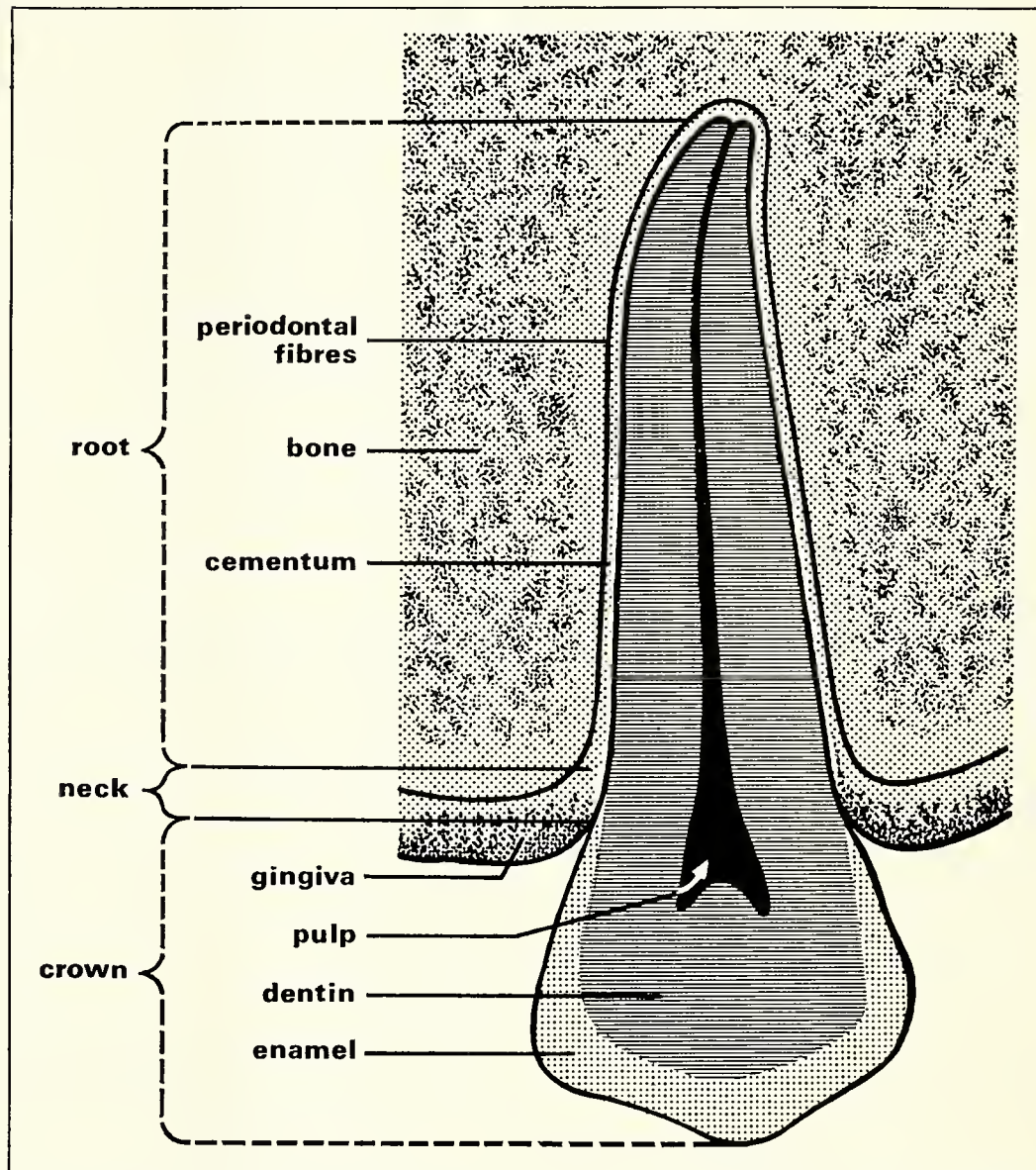
37 per cent in the 35-44;

20 per cent in the 45 plus group.

Even children are not spared. Their commonly observed reaction to cold foods and liquids may arise because their tooth structure is less mature and does not have the heavier protective structure found in adults.

The 'new' disease

by Stafford Whiteaker BA BSc Stafford Miller Ltd



In the course of a general dental practice some patients complain of 'sensitive teeth.' But in many patients with the same affliction, their sensitivity is unreported and may go unnoticed and untreated.

Why should this be so? For the simple reason that most people with this common affliction do not realise its basic cause or know what to do about it.

It is not necessary to endure this pain. If teeth are very sensitive a dentist should be consulted, because the cause may be some deep-rooted condition which only he can correct. If the condition is due to 'hypersensitivity' he may advise the use of some desensitising agent.

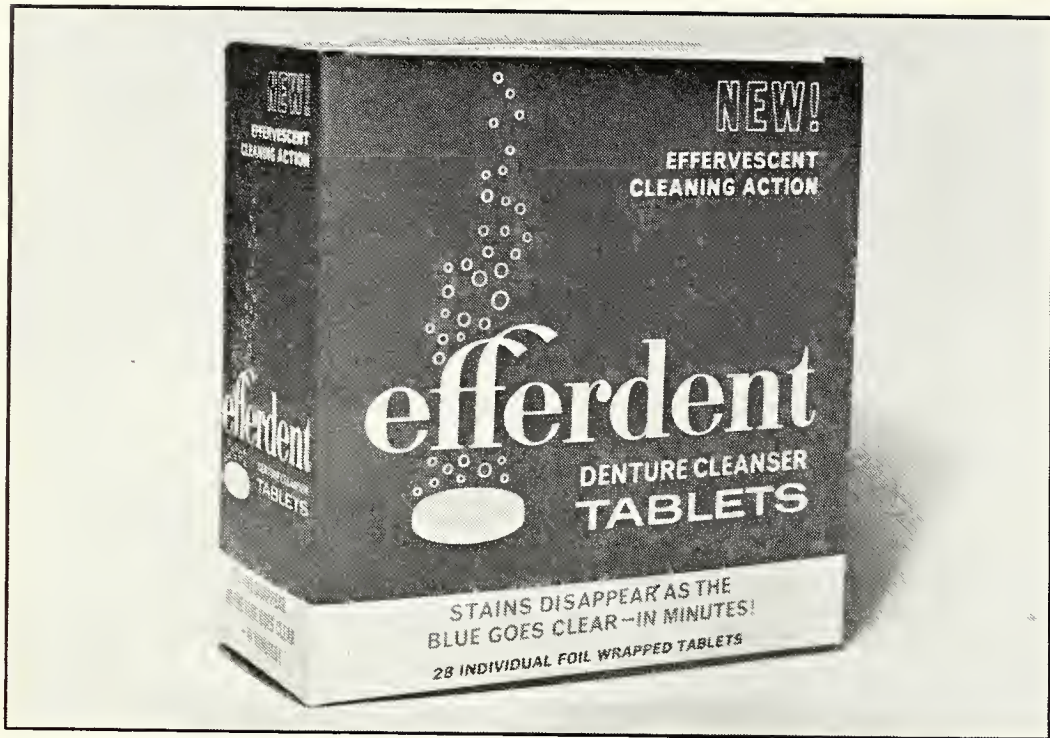
It has been discovered that strontium chloride is an efficient desensitising agent which builds up a protection insulation, has no discolouring effect, and is non-toxic.

Sensodyne is the only toothpaste on the market that contains strontium chloride, and a recent survey indicates that it is recommended by 82 per cent of all dentists.

It can be seen that incorrect or over-enthusiastic tooth-cleaning may wear away the enamel and expose the dentine to produce 'hypersensitivity'. Pharmacy staff can

help their customers to avoid causing damage if they are aware of the following basic rules:—

- ☐ The teeth should be cleaned twice a day always: three times is not too much.
- ☐ Two toothbrushes should be in constant use so that one is always fresh and dry.
- ☐ A reasonably soft toothpaste such as Sensodyne should be used — one having a cleaning agent that will remove a high proportion of the 'dental plaque'.
- ☐ The teeth should always be brushed with an up-and-down action so that every particle of food which might lurk between the teeth is brushed away. Attacking only the front teeth with an enamel abrading, to-and-fro action is *not* the way to clean teeth.
- ☐ It must be remembered that the gums need gentle stimulation. They are as sensitive as the lips, and to rake away at them, especially with an over-hard toothbrush is asking for trouble.
- ☐ Teeth should be cleaned as soon as possible after drinking tea or coffee: remembering that anything that can leave a stain on china can leave a stain on the precious enamel of the teeth.



The toothless ones

Britain has one dentist for every 3,288 people compared with, say, Sweden's one dentist per 1,500 people. In 1964-65 (the most recent figures available), 740,000 days of work were lost through dental diseases. Britons spend more on getting their hair done (£175 million) than they do on caring for their teeth (£100 m). One child in eight will need complete dentures before the age of 21 years, say the General Dental Council. Four tons of teeth are extracted from 6 million children each year.

More than a quarter of the population of England and Wales have lost all their own teeth. That staggering figure—an estimated 17,000,000—is based on the recently released results of a large-scale survey conducted by the Office of Health Economics.

This is just one more pointer to the appalling state of the nation's teeth. The cost of dentistry is now well above the £100 million mark — second only to the cost of mental illness, and exceeding by far money spent on more publicised illnesses like heart disease, bronchitis or tuberculosis. Yet 90 per cent of people with their own teeth are estimated to be in need of dental treatment.

Another report indicates that one out of every twenty schoolchildren has been fitted with a complete set of dentures before leaving school. Over the age of 45, about half the population has lost all its teeth.

What are the causes of caries? What can be done to prevent it? And how can a person with partial dentures prevent the rest of his teeth from decaying?

Most authorities agree that sugary food and drink, cyclamates and carbohydrates are the villains of the piece. In Britain, more sweets and sugar are eaten per head of the population than in any other country. We have worse teeth—and proportionately fewer dentists—than most other "advanced" countries.

From a medical point of view the im-

portant reason for keeping ones own teeth as long as possible is that the longer natural teeth remain in the mouth the better the "gum base" on which to fit dentures. Similarly, if a small child has to have its first teeth extracted before they fall out naturally, the second teeth may not grow through into their correct positions.

But the outlook isn't entirely black.

One sort of lullaby

A product designed to relieve pain and distress in teething infants is Dentinox, which contains lignocaine hydrochloride as a main active ingredient.

Applied to the sore gums of a teething infant on a cotton-wool bud or twisted cotton wool on an orange stick, it gives quick and prolonged relief. Infants treated with Dentinox are enabled to get to sleep.

Its characteristic honey taste is liked by all infants and tests have shown no instances of non-acceptance.

Dentinox is only 4s for a long-lasting bottle.

The National Baby Panel is designed to discover, on a representative basis, what products mothers are buying for their babies under two. The panel consists of 1,168 mothers representative of social class, and are evenly divided between 73 randomly selected sampling points.

The panel is run by KBMS Ltd and is independent of the manufacturers.

For four separate one-week buying periods spaced out through 1968, the results are shown in the table.

These summaries show that together the two Steedman products sell in greater numbers than Dentinox, but in the two important factors of number of mothers purchasing and the value of the sales

Fluoridation—still in its early stages—appears to be the most important measure in preventive dentistry: among children who have been "fluoridated" all their lives the number of teeth affected by decay was cut by more than half.

The rest is up to individuals. It means regular check-ups at the dentist (every six months is the recommended time) and regular teeth care. This applies equally to those who wear dentures and those who don't.

Regular brushing of natural teeth has probably become one of the good habits learnt from childhood. It's just as important to clean dentures. The same food particles and bacteria that caused natural teeth to decay may not physically effect your dentures, but can be sources of bad breath and lead to internal upsets to general health.

Lack of oral hygiene may start to cause decay on the sound teeth next to them.

There is a definite embarrassment factor among people with dentures. But considering that over 1½ million people every year are fitted with them it should no longer be regarded as a social stigma.

Today, with the new, scientific and speedy aids to oral hygiene, the thought of dentures floating overnight in a glass may be abandoned. Dentures need not be taken out for the night provided that they fit properly and cause no discomfort. The new quick-acting cleanser Efferdent of Lambert Chemical Co Ltd, provides the answer. One tablet in a glass of warm water immediately turns a brilliant blue. The colour acts as a timer device, for when the blue fades the dentures are completely clean and fresh.

(money in chemists' tills), Dentinox is ahead of all competitors.

This valuable, independent market survey provides convincing evidence that Dentinox is the brand leader in the teething preparations market.

	number of mothers buying	per cent
Dentinox	80	24.5
Steedmans jelly	42	12.8
Steedmans powder	27	8.2
total Steedmans:	69	21.1
Ashton & Parsons Fennings	30 27	11.9 8.2

	number of units bought	per cent
Dentinox	87	18.8
Steedmans jelly	50	10.8
Steedmans powder	70	15.1
total Steedmans:	120	25.9
Ashton & Parsons Fennings	62 34	13.4 7.3

	Value of sales shillings	per cent
Dentinox	322	26.1
Steedmans jelly	133	10.7
Steedmans powder	53	4.3
total Steedmans:	186	15.0
Ashton & Parsons Fennings	62 34	13.4 7.3

Denture cleansers—a case for expert advice

The diet of primitive man was crude, and in teeth of the Stone Age period caries is rare. Dental decay appeared in Europe in the Neolithic period, 2,000 to 3,000 BC, but only 2.9 per cent of skulls of that period found in Britain showed signs of dental decay. During the Roman occupation 28.6 per cent had caries, showing the effects of refinements in the diet, while in the Anglo-Saxon period which followed the Roman withdrawal the proportion of decay fell to 15.7 per cent. The number of people with caries today is practically 100 per cent. There are two theories of how teeth decay. The acidogenic theory stipulates that first the mineral in the enamel is affected and then the softer substance known as dentine. The proteolytic theory supposes that the first part of the tooth to suffer damage is the protein or organic part, and that when this is damaged microscopic pathways are provided through the enamel so that the dentine can be attacked. In both theories the initial damage is thought to occur as the result of bacterial and acid action in food debris.

Higher standard of living

The rise in tooth decay can be shown to be related to rise in the standard of living. The introduction of sugar into the diet, and the roller milling of grain to produce finer flour, have greatly increased the caries rate. When flour was produced by stone-milling a coarser flour resulted which helped to scour the teeth. Today's flour produces bread that forms a sticky mass on the teeth.

Despite the wide variety of denture cleaners on the market, 26 per cent of denture wearers use an ordinary toothpaste to clean their dentures, 11 per cent use soap and water alone, five per cent use bleach, and 7 per cent brush occasionally with salt, Vim, Ajax or tooth powder. Although dentists recommend that dentures should be cleaned by brushing, about half of denture wearers usually clean by soaking.

To fill the cavity revealed by these research findings, a product was developed by Unicliffe Ltd, Sandwich, Kent, that incorporates the major attributes of both a tooth and a denture cleanser, and is effective and convenient in use. The product is Dentifresh.

In cleaning the denture a soft brush should be used, as it reaches the awkward places between teeth better than a stiff one. What cleans and polishes the teeth is the toothpaste, not the brush. Teeth should be brushed with a rolling action from the gums towards the biting edges of the teeth. That, too, helps to stimulate the gums and keep them healthy. The customer should be told never to brush from the edges of the teeth towards the gums as that may make them recede and expose the softer parts of the teeth to possible

decay. Whenever possible teeth should be cleaned after every meal and at night, as food debris left in the mouth can affect the enamel. Some foods have a natural tooth-cleansing action. They are the crunchy foods such as apples and raw carrots, which also help to stimulate the gums.

Calculus (a deposit of mainly inorganic matter) occurs on teeth particularly at the gum margins and can lead to spongy, bleeding infected gums. On dentures, those deposits damage the gums and can lead to gingivitis. Calculus may be removed by brushing with a suitable toothpaste within twelve hours of eating. For that function Dentifresh has been specially formulated. To remove calculus by soaking requires a strong acid solution, and because of it denture-cleansers that operate in this way are less effective than a brush-on paste, as their solutions are either alkaline or of an acid too weak totally to remove the deposits. Brushing with Dentifresh is the most effective routine method of removing dental plaque and preventing decay, removing and preventing the build-up of calculus, and keeping teeth, dentures and gums in perfect condition.

Bearing in mind that more than half one's customers are likely to be denture wearers, and that 42 per cent of denture users do not know how a denture-cleanser differs from an ordinary toothpaste, the opportunity on which to build sales will be seen as unrivalled.

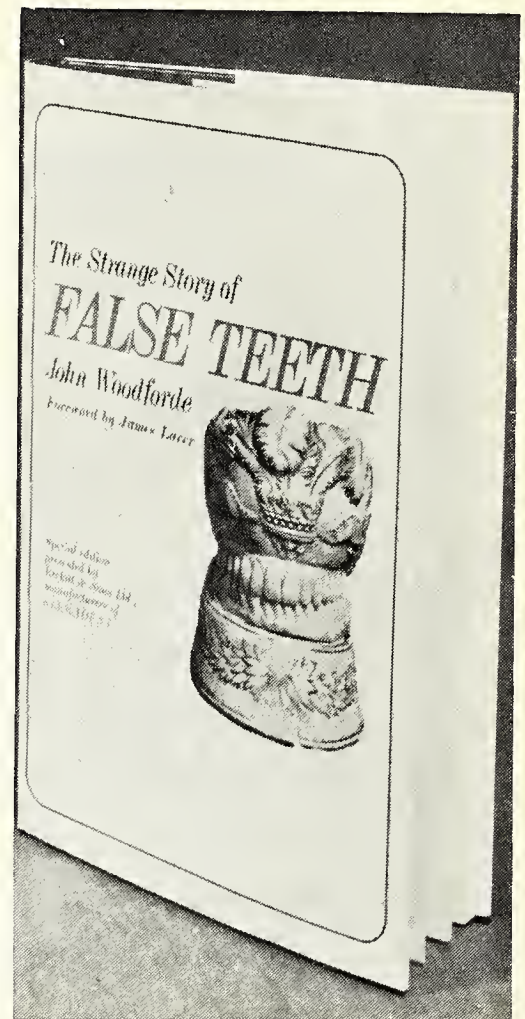
Your customers will welcome the expert advice you can give them on the selection of the type of tooth cleanser to suit their needs. Whether they have full or partial or indeed natural teeth, Dentifresh with its high-power cleansing action and mint-fresh taste, cleans teeth and dentures in the way recommended by dentists, so is the perfect toothpaste for all the family.

Tablets and argument

While local councillors continue the lengthy debate on whether to introduce fluoride to water supplies, fluoride can be taken at low cost with Fluor-a-Day-Lac tablets available from Dental Health Promotions Ltd, 52 Redcliffe Road, London SW 10.

They are supplied in decorated tubes each containing 200 tablets at a wholesale price of 5s each, to retail at a suggested price of 7s 6d.

The safety and practical efficiency of these tablets is undoubted, and even the "anti-fluoride" campaigners recommend them. Brisk sales are ensured by the current mass of publicity given to the benefits of fluoride.



Story of dentures

Every dentist in the United Kingdom is being sent by Reckitt & Sons Ltd, Hull, a copy of a special edition of the recently published *Strange Story of False Teeth*, which charts man's dental progress through the ages.

Accompanying the book is a letter from the company's chairman, Mr Basil N. Reckitt. The promotion has involved printing 20,000 copies for UK and overseas dentists.

What makes the edition "special" is that it includes extra material assembled by author John Woodforde for an additional chapter, *The Care of Dentures Today*, stressing the importance of denture hygiene.

"There are still dentists," it points out, "who distrust every kind of proprietary cleaner and advise patients to use nothing but a soft nail-brush with soap and water . . . Sufficient evidence has long existed that soap and water alone are insufficient cleansing agents for the majority of dentures, and . . . cannot be expected to be as reliable a way of keeping clean as regular use of a safe alkaline peroxide cleaner. . . . The great advantage of Steradent is that its use once a day is in nearly all cases enough to preserve the denture in its original condition."

Cigarette tar trapped

Tar Gard is claimed the most important advance in protective smoking ever developed. It is the first smoking safeguard engineered to remove up to 80 per cent of dangerous high-temperature tars from smoke without significantly impeding the flow of flavour and aroma. Tar Gard reduces or eliminates smoker's cough, helps keep mouth and teeth fresh and clean, and helps protect from serious lung and respiratory disabilities attributable to high-temperature tars.

Tar Gard is not a filter. It works on a principle of aerodynamics based on the Venturi tube. The smoke is drawn through a pinpoint opening. Passing through a tiny chamber, the smoke increases to a velocity of 200 miles per hour. The smoke strikes the barrier wall where hot dangerous tars are knocked from the smoke and collected inside the holder. The low temperature "cool" properties of the cigarette pass the stem through an opening without changing the taste of the cigarette.

The transparent mouthpiece is supplied to demonstrate the dramatic effectiveness of the Tar Gard.

Trade inquiries for the United Kingdom and Ireland should be sent to Tar Gard (distributors) Ltd, 15a Helenslea Avenue, London NW11.



Sterilisation in a minute

Dentifoam is the quick-acting denture cleaner applied by denture brush and is said to be able to clean and sterilise a denture plate and have it back in the mouth within 60 seconds.

It removes tartar and tobacco and food staining, the dentures returning to "as new" condition each time. Badly stained or neglected dentures on which there has accumulated a build-up of tartar over a period of time, may need two or three applications.

Dentifoam is packed in a slim unbreakable squeeze bottle making it ideal for travellers.

Dentifoam is available in one size only, (3s 4d). Branded Pharmaceuticals Ltd, 21 Morford Way, Eastcote, Ruislip, Middlesex.

Mouth ulcer preparation

The market for gel mouth ulcer preparations is rapidly increasing and therefore White Laboratories are launching Rinstead UlcaGel.

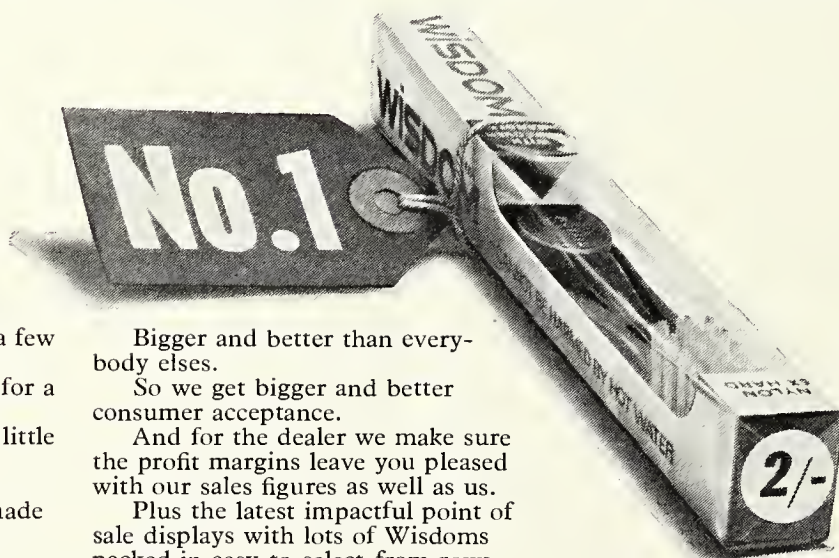
It is a clear gel containing benzocaine and is applied locally to quench the troublesome pain of mouth ulcers. Available in the familiar Rinstead red and blue carton UlcaGel is packed in display outers of 1 dozen. (White Laboratories Ltd, Penarth Street, London SE 15.)

Dentures firmly fixed

Miles Laboratories Ltd, makers of Alka-Seltzer, are the manufacturers of Dentesive denture fixative cream. First introduced on to the UK market in 1936, Dentesive is marketed in two sizes (2s 6d and 3s 11d). Dentesive cream keeps dentures hygienically, firmly in their place.

It helps through those first awkward days when denture wearers need confidence to brush their teeth and enjoy eating, as usual. They can relax and stop worrying and they won't even know Dentesive is there.

We're No. 1 in the toothbrush business.



We've been that way for quite a few years now.

And we're not all that anxious for a change, as you will appreciate.

We got to be No. 1 by being a little better than everybody else.

At everything.

Every Wisdom toothbrush is made from specially selected material.

To very exacting standards.

Then there is our advertising.

Bigger and better than everybody else.

So we get bigger and better consumer acceptance.

And for the dealer we make sure the profit margins leave you pleased with our sales figures as well as us.

Plus the latest impactful point of sale displays with lots of Wisdoms packed in easy-to-select-from rows.

When you're No. 1 you've got to keep ahead in everything you do.

We've been doing it for so long it's got to be quite a habit with us.

And old habits die hard.

Wisdom.

By Addis. Hertford.

Even a badger-hair brush

Included in the range of toothbrushes available from G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB—a range they claim to be “the widest range of toothbrushes available”—are a number of specialised models. The KB42, the only badger-hair toothbrush in the world, is specially designed for use by sufferers from gingivitis and other gum disorders. Hand-made brushes to satisfy discerning customers, and the new Wessler angle-tufted brush, in the machine-made version, are other notable models.

A special point-of-sale display stand holds the complete range of Wessler brushes. Launched in January, it is already second best seller. The brush is angle-tufted, each tuft graduated in length for efficient cleaning. Price is 2s 6d in nylon, 3s 9d in pure bristle. An additional sell-

ing point is that the label is designed around a Union Jack theme, and both display stand and label are in red, white and blue.

Also recently introduced is a new denture brush, K45, which is displayed in a dispenser that contains six brushes. With one in four people between the ages of 20 and 40 using dentures, the potential for the product is obvious.

In his rôle as specialist the chemist will, with the wider number of patterns and textures stocked, achieve a much greater turnover. The general public are ill-informed regarding the use of toothbrushes but, as is known, each individual has a particular need. If the retailer can identify that need, and supply the correct article, then increased sales will surely follow.

Relieving mouth ulcer pain

Medijel is a unique combination of ingredients in a laboratory-tested formula that brings safe, prompt and effective relief from pain caused by mouth ulcers, sore gums and pressure points under dentures.

The product contains a local anaesthetic and a penetrant in combination with two antiseptics to prevent further infection. When Medijel is applied to the sore area of the mouth, the penetrant enables the anaesthetic to enter the affected area below the surface. The local anaesthetic acts on the nerve endings bringing quick relief.

Applied to the ulcer or sore place in the mouth on a pad of cotton wool, Medijel

penetrates directly to the source of the pain and stops it in seconds.

Launched as recently as August 1968, Medijel met with immediate success, and sales this year have increased month by month.

If Medijel has a fault it is, from a commercial point of view, that the 3s 10d tube lasts too long because of the effectiveness of the product. However, its quality and effectiveness, linked with its economy in use, are building a loyal group of consumers who will go on buying Medijel as long as there are mouth ulcers and sore gums to be relieved.

Display unit for the Wisdom range



Tigers have good teeth
to smile with



A Gibbs stimulus to dental care

Oral hygiene service

The Oral Hygiene Service is an information service designed to spread dental health education by every possible means of communication and was founded in 1952.

The Service is financed by Gibbs Proprietaries Ltd in the interests of the nation's dental health. The Service's material and activities are not associated with advertising and it exists solely as a public service, being recognised by Government departments and professional bodies.

The Service offers educational literature, posters, wall charts and films. Details may be obtained from Oral Hygiene Service, Hesketh House, Portman Square, London W 1.

Seven brushes of Wisdom

On every window carton containing a toothbrush in the Wisdom series of Addis Ltd, Hertford, is featured the slogan “the correct-shape toothbrush.” Three bearing the name Wisdom in bright orange red are in natural bristle: medium, hard and extra hard.

Three new Wisdom brushes, name in crimson, and with improved handle, are in nylon similarly graded. All six “cannot be harmed by hot water.” Seventh in the Wisdom series is a soft multi-tufted model with “twice as many strands as an ordinary toothbrush” and with a “gum stimulator” screwed into the handle, for gentle massage, though only on the advice of the dentist.

Automatic toothbrushes for the family

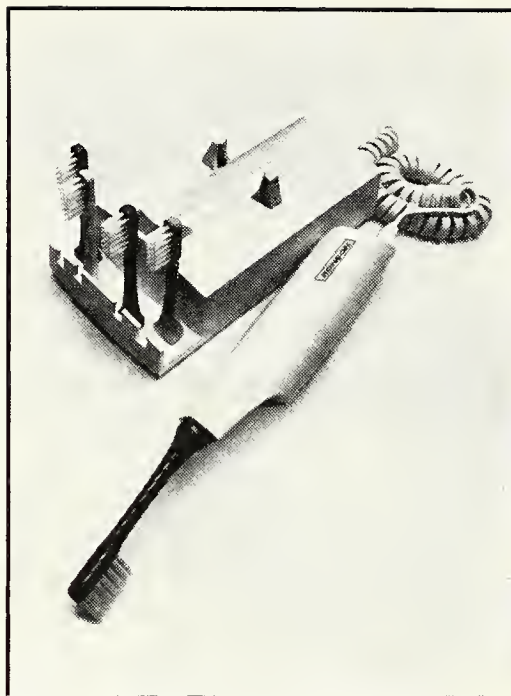
Automatic toothbrushes to suit the whole family are in the range offered by Ronson Products Ltd, Leatherhead, Surrey.

There are four models.

The standard model (TB711) is powered by ordinary torch batteries stored in a separate case. When switched on, the brush vibrates at 11,000 up-and-down movements a minute. The outfit, £5 19s 6d, comes complete with a wall mounting rack and five different coloured brush heads.

The portable model (TB712) for use when travelling, comprises a power handle, battery container and four different-coloured brush heads all of which can be fitted snugly into a specially designed case the size of a tobacco pouch. Its recommended price is £5 4s 5d.

In two rechargeable models the power handle contains the energy cells, motor and on/off switch. A dual-volt charging stand is supplied and every few days the toothbrush is returned to it overnight to keep the energy cells in peak condition.



Ronson model TB711

The standard rechargeable model (TB714) at £11 18s 11d comes complete with separate wall mounting brush-head rack, dual-volt recharging unit, five detachable heads and power handle.

A de-luxe model (TB713) at £12 1s 11d with stand (which can be wall mounted), lift-out dual-volt charging unit, six detachable brush heads and power handle.

Brushing up your profits

Many chemists are aware that a major portion of toothpaste sales goes through other types of retail outlets. Consequently there are pharmacists who pay no more than scant attention to the stocking and merchandising of toothpaste, the leading product in the oral hygiene industry. Their reasoning is that, faced with competition from grocery multiple stores, there is little opportunity for making much out of toothpaste. This is far from true. Toothpaste can be a useful profit winner for chemists.

Independent audit information shows that sales through chemists were worth about £4 million in 1968. Margins on standard wholesale prices are between about 23 per cent and 25 per cent, less tax, and on quantity terms can be more than 35 per cent. More than three-quarters of toothpaste is sold to women for their home and family.

There has been a trend towards larger packs during the past few years. Press and television advertising by major manufacturers in 1969 is expected to reach nearly £2 million. Brand leaders are Macleans regular and spearmint, Colgate dental cream, Gibbs SR, Signal, and Ultra Brite, which together account for nearly 70 per cent of chemists' sales. Macleans and Colgates according to the latest independent trade audit, are national joint brand leaders each with just under 18 per cent of chemists' sterling sales of toothpaste.

Make maximum use of existing space so that every square inch earns for you. In most chemists' shops display and stock space is at a premium. To that end, fast moving lines should be prominently displayed and given extra facings equivalent to their market share. An important aspect is range rationalisation. The six leading brands of toothpaste account for seven out of ten tubes of toothpaste sold by chemists. If slower moving brands are stocked, to offer a wide range of consumer choice, stock holding should be geared to sales potential.

Rationalised stock holding will enable chemists to purchase the brand leaders as economically as possible by taking advantage of quantity case rates.

Ensure that display material is used effectively, and that special offers are always prominently displayed to attract the many economy-conscious housewives. Good merchandising always produces a high rate of impulse purchase.

Toothpaste can also be featured to good effect in window displays, either in isolation or perhaps in connection with other dental hygiene products as part of a special dental care week.

Most important: take advantage of manufacturers' incentives and offers, and wherever possible tie in displays with manufacturers TV and Press advertising campaigns to maximise the demand that this investment invariably causes.

A step on from brushing

The Water Pik, an American oral-hygiene appliance cleans teeth and gums in a way never before possible at home. Dentists say that cleanliness is the most important contribution that can be made at home toward healthful care of teeth and gums, and over 50,000 dentists have recommended the Water Pik to patients.

The appliance takes up the cleaning job the toothbrush begins. It cleans those inaccessible places that might otherwise remain neglected and vulnerable.

The Water Pik appliance pumps out a

vigorous stream of water (20 separate spurts each second) to circulate over, under and around gums and teeth. The surging water sweeps away loose unseen scraps of food from surfaces, from crevices and from pockets under the gum line, and from spaces between the teeth, and is uniquely effective in cleaning around and behind orthodontic appliances, bridgework and around crowns.

Sole distributors of the Water Pik are Mann & Rankin Ltd, 235 Finchley Road, London NW 3.

Chemists' Professionals

Fourteen varieties of NPU Professional toothbrushes are effectively displayed for self-selection in the wire stand illustrated.

The range includes special-function smokers' and denture brushes in addition to the normal range of nylon and bristle brushes. Each type comes in a spectrum of brilliant colours.

The Professional range carries a regular bonus for NPU members of 5 per cent quantity discount on all orders for 24 assorted outers, plus two free brushes with every 12. That offer does not apply to junior nylon, junior bristle or denture brushes, but there is a 5 per cent discount on 12 assorted outers of denture brushes with no free brushes. NPUM Ltd, 321 Chase Road, London N14.



Stock these excellent Baby Products from BICKIEPEGS LTD.



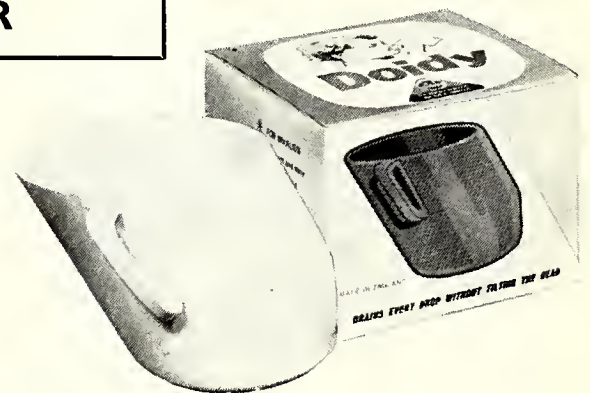
BICKIEPEGS

The famous nutritious biscuit-bones correctly shaped for the baby's mouth and slotted for a ribbon attachment to the baby's clothes as a simple, sure safety measure. Bickiepegs help to make teething easier and encourage the development of evenly spaced teeth.

**BICKIEPEGS DO NOT
CONTAIN SUGAR**

DOIDY CUP

A cleverly designed cup to enable baby to drink cleanly and easily and to allow the mother to see how much liquid is taken. Hygienic, unbreakable and simple to clean. Available in Pink, Blue, Yellow and White.



	List	Retail
BICKIEPEGS	22/6	2/6
DOIDY CUP	27/7	3/9 inc. P.T.

Enquiries and full particulars from :
BICKIEPEGS LTD., TEWIN RD., WELWYN GARDEN CITY, HERTS.

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INTER-DENS

now available in **FIRM & STANDARD** presentations,
can be readily obtained from
your **WHOLESALE**

Sole Importers **FARILLON Ltd.,** Chesham House, Chesham Close,
ROMFORD. RM1 4JX.

INDEX TO DISPLAY ADVERTISERS

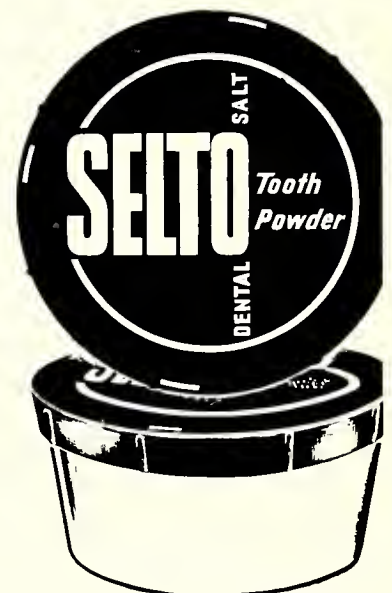
Beecham Products (UK) Ltd		Front Cover
White Laboratories Ltd		2
Addis Ltd		8
Bickiepegs Ltd		11
Selto (Eastbourne) Ltd		11
Farillon Ltd		11
Cuxson Gerrard & Co Ltd		12

SELTO

DENTAL SALT
TOOTH POWDER

- Recommended by dental profession
- In the appealing blue and white pack
- Supplies available from all leading wholesalers

SELTO
(Eastbourne Ltd)
Hampden Park
Eastbourne



Got anything for Mouth Ulcers?

What's a good Mouth Wash?

My false teeth make my gums sore what can I use?

Have you **ONE** product to meet **ALL** these needs ?

Can you offer something to harden my gums?

Can you suggest something for bad breath?

You don't need a stock of several products or various ingredients to make one up specially to meet the above requests—we offer ONE product which deals with them all very effectively—

DENTOSINE

This is an antiseptic astringent which contains Tannic Acid, Phenol, Krameria and Witch Hazel. There is a regular demand for this unique versatile product. Don't miss this opportunity! Counter leaflets are available for distribution and an attractive showcard.

4oz. bottles 28/6 per doz. plus 10/5d. P.T.
Retail 4/5d. each.

Bonus—one per doz. on orders of 3 doz.

Available direct from us on our usual terms or in smaller consignments from Vestric Limited and other approved wholesalers.

TO STOCKISTS: At your request we shall be pleased to send your local dentist a professional sample quoting you as stockist. This is sent with a supply of dental appointment cards advertising Dentosine "available from chemists" and arrangements for a regular free supply of such cards.

DENTOSINE —mouth hygiene!

CUXSON, GERRARD & CO. LTD.

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